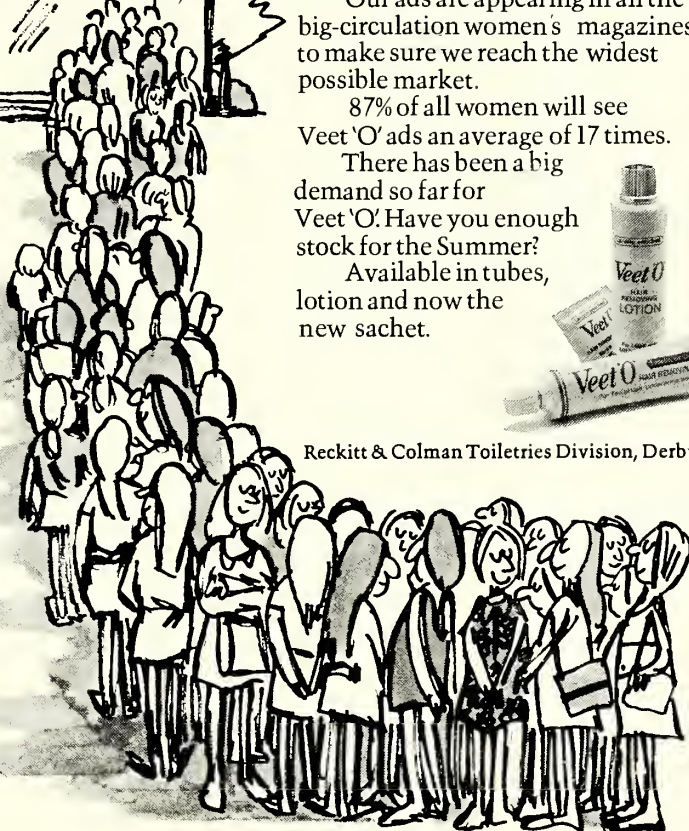


# CHEMIST & DRUGGIST

the newsweekly for pharmacy

## This is a Veet'O' Stockist.



Our new advertising campaign is running right through the summer, to tell women that lanolin enriched Veet'O' is the gentlest way to remove unwanted hair.

Our ads are appearing in all the big-circulation women's magazines to make sure we reach the widest possible market.

87% of all women will see Veet'O' ads an average of 17 times.

There has been a big demand so far for Veet'O'. Have you enough stock for the Summer?

Available in tubes, lotion and now the new sachet.



Reckitt & Colman Toiletries Division, Derby

**Great success  
of NPUM  
promotion**

**Westons  
add baby  
clothes**

**Boots pay  
£2m cash  
for Crookes**

**NI review of  
dispensing  
doctors**

**Depilatories  
market  
reviewed**

**Beecham  
chemists'  
supplement**

**SHOW THE PEOPLE!**  
*display*

# Migraleve

## Success story!

CHEMISTS EVERYWHERE ARE BEING ASKED FOR **MIGRALEVE** — the first successful O.T.C. product specifically for THE PREVENTION AND TREATMENT OF MIGRAINE!

Sales and repeat sales, orders and repeat orders are proof positive that MIGRALEVE is **proving** its value to thousands of migraine sufferers — with benefits to both customer and chemist!

### WHAT'S THE SECRET OF OUR SUCCESS?

- MIGRALEVE fills a very real need among your customers!
- Migraine is still a considerable problem, with authoritative estimates putting the number of sufferers as high as 1 in 10 in the population!
- AND THAT MEANS 1 in 10 OF YOUR CUSTOMERS! (As well as the many others who do not even realise that there is still a large number of people who are unaware that their recurrent 'sick headaches' and 'bilious attacks' are, in fact, migraine!).
- MIGRALEVE can be confidently recommended to your customers for both the prevention and treatment of migraine and associated headaches!

### JUST REMEMBER

#### MIGRALEVE's ADVANTAGES!

- **SPECIFICALLY** indicated for the prevention and treatment of MIGRAINE and associated headaches!
- Not merely another analgesic! (Because, as you well know, no analgesic combination alone will halt or **really** alleviate a true migraine!).

- Safer than ergot, and free from the dangers or side effects inherent in the therapeutic use of ergot compounds!
- AVAILABLE WITHOUT AN E.C.10!

We are promoting MIGRALEVE heavily to the medical and allied professions, and so naturally cannot advertise MIGRALEVE directly to the public. But, as sales all over the country show, thousands of migraine sufferers are asking for — and benefiting from — MIGRALEVE.

SO HERE'S WHERE YOU CAN HELP, BOTH YOUR CUSTOMERS AND YOURSELF! **DISPLAY** MIGRALEVE PROMINENTLY IN YOUR SHOP and **recommend** confidently when you're asked for help and advice by migraine sufferers. **THEY'LL BENEFIT — AND SO WILL YOU!**

DON'T BE LEFT OUT OF THIS SUCCESS STORY — **ORDER, STOCK, DISPLAY** and **RECOMMEND** MIGRALEVE — the first **successful** proprietary medicine to be able to be sold **directly** to the public — without a prescription if necessary!



**Join the Migraleve success story and profit from your experience!**



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# CHEMIST & DRUGGIST

112th year of publication Vol. 196 No. 4769

The newsweekly for pharmacy

Editor Arthur Wright, MPS, DBA

Deputy Editor R. E. Salmon, MPS

Markets Editor W. S. Bowman, MPS,  
MIPharmM

News Editor Stephen Hatcher

Technical Editor  
P. J. Merry, BSc, MPS

Information Services I. H. Cotgrove

Price List D. J. Davis

Advertisement Manager James Lear

Advertisement Executives  
J. Foster-Firth, MPS  
D. P. Peevers

Classified Advertisements John Thelwell

Production K. Harman

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Shirley, Solihull, Warwicks  
021-744 4427Scottish office  
74 Drymen Road,  
Bearsden, Glasgow  
041-942 2315North East office  
Permanent House,  
The Headrow, Leeds LS1 8DF  
Leeds 22841North West office  
491 Chester Road,  
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A Benn Group Journal

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*The depilatories market is one in which growth potential should be great (see p 140)*



# Great success for NPUM promotion

As a result of their link-up with the first-ever NPUM proprietary promotion, Reckitt & Colman Toiletries Division report increases in sales of their products through retail pharmacies of up to 400 per cent since the promotion began on April 12.

Commenting on the results for National Pharmaceutical Union Marketing, Mr David Sharpe, director responsible for the promotions, said this week:

"I hope that this remarkable increase in sales, without any dictation or control of display, will indicate to all the major toiletry manufacturers that independent retail pharmacy, united as never before, is now a major marketing force.

"Future promotions now being negotiated will, I am quite sure, help to reverse the undesirable trend away from retail pharmacy as a prime source of health and beauty items."

Mrs Brian Daltrey, NPUM's marketing manager, commented: "We are determined to maintain this level of support for independent retail pharmacy. It is a natural corollary to our own-brand operation and a dynamic step forward in the development of NPU Marketing Ltd."

Speaking for Reckitt & Colman, Mr Len Carter, sales manager of the Toiletries Division, stated: "When we were selected by the NPUM to mount the organisation's first-ever national campaign on proprietary brands, it was not only a major step for the NPUM but our toiletries division too.

"Since the start of the promotion on April 12, results have been phenomenal. Retail pharmacy sales of our toiletry products have shown increases of up to 400 per cent, a figure far beyond projected forecasts."

## Conference speakers

Professional and symposium session speakers at the British Pharmaceutical Conference, being held in Glasgow, September 13-17, are as follows:

"Hospital pharmacists and the industry": Mr A. Roxburgh, chief pharmacist, Glasgow Royal Infirmary, and Mr K. A. Lees, Glaxo Laboratories Ltd. "Health centres and group

medical practices and their effect on pharmacy": Mr J. C. Bloomfield, a past-president of the Pharmaceutical Society.

"The practical significance of drug interactions": Dr I. H. Stockley, Nottingham University, and Mr C. R. Hitchings, chief pharmacist, Northwick Park Hospital and Clinical Research Centre.

## Westons add baby clothes

A complete range of baby clothes is being offered in the latest branch of R. Weston (Chemists) Ltd, opened at Chelmsley Wood, Birmingham.

The clothes are sited next to the baby food section and are priced to meet competition from national multiples in the field. The branch is in a new town centre, in an area with a large baby population.

The raised dispensary is featured prominently at the front of the premises, giving the pharmacist an uninterrupted view of the 2,500 sq ft sales area. The "extended" range of merchandise includes kitchen ware, hi-fi and leather goods—"discreetly blended" with the conventional, say Westons.

## Society to fight tax ruling

Because the terms of the Finance Bill do not allow the Pharmaceutical Society exemption from capital gains tax on the sale of their Bloomsbury Square headquarters (C&D, July 17, p 84) they are asking for the aid of other societies, including the Law Society, the British Medical Association and the Institute of Chemical Engineers to have the matter reconsidered.

Mr F. W. Penson, the society's finance officer, was recently quoted as saying: "Why on earth should a non-profit-making body like ourselves, whose activities are aimed very largely at the



Firemen examine the remains of the Chelsea research lab damaged by an explosion this week (see story on this page)

public good, have to pay between £50,000 to £200,000 for moving premises?

"It seems ludicrous that we should have to pay out such a crippling sum while profit-making organisations are not liable to any such levy."

In the plan to fight for exemption the Society hopes that the Bloomsbury Square sale can be delayed so that the issue can be dealt with in the next Finance Bill.

## Retail exemption from licensing

A draft Statutory Instrument has been published by the Secretaries of State for Health, dealing with exemptions for pharmacists from the need to hold manufacturing licences in respect of medicinal products they manufacture.

The new regulations tighten control in that exemptions in the case of the assembling of medicinal products apply only "where the assembly is with a view to sale at the retail pharmacy at which it occurs or at other retail pharmacies forming part of the same business and that the product has not been advertised."

Similar restrictions are laid down in respect of the exemption provided by section 10 (4) (b) which allows pharmacists to make stock mixtures for dispensing purposes.

Again, the exemption is modified by restricting it to stock mixtures prepared for retail sale or supply by that pharmacy or another forming part of the same business. Four new sub-sections are proposed by the draft order.

These exempt from the requirement to hold a product

licence a retail pharmacist who prepares a medicinal product on his own initiative for retail sale at his pharmacy, provided that the product is not advertised; exempt from the requirement to hold a product licence a retail pharmacist who prepares a medicinal product on his own initiative for retail sale at his pharmacy, provided that the product is not advertised; exempt from the requirement to hold a manufacturer's licence a retail pharmacist who prepares at his pharmacy medicinal products for retail sale or supply at that pharmacy; and exempt from the need to hold a wholesale dealer's licence a retail pharmacist whose wholesale dealings form no more than an inconsiderable part of his business. (The Medicines—Retail Pharmacists—Exemptions from Licensing Requirements—Order 1971, HMSO, 5p.)

## Chelsea College explosion

A laboratory on the roof of the chemistry department at the Chelsea College of Science and Technology, London, was put out of action by an explosion on Monday morning.

A pharmacy research student was using the room for synthesis work at the time.

Professor Shellard of the department of pharmacy told C&D that the laboratory had been specially made for such work and had a roof designed to lift off in the event of an accident.

A Diels-Addler reaction (the 1, 4-addition of an alkene to a conjugated diene) was under way in a pressurised vessel.



During the experiment the laboratory was unoccupied and there were no casualties.

One eye-witness is reported as saying: "Flames belched 20 ft out of the windows on all sides of the laboratory and then bricks seemed to float into the air."

"When the dust settled, all I could see was a heap of rubble. There was virtually nothing of the laboratory left."

Wreckage fell into the conveniently placed yard of the Chelsea fire brigade next door. Firemen tackling the small fire which followed the blast wore breathing apparatus to protect themselves from poisonous fumes.

The chemical reaction being used has many useful applications in the synthesis of cyclic pharmaceuticals. It has been done many times before at Chelsea and it is said that "what went wrong may be something of scientific interest."

## Planned service developments

As a result of the Pharmaceutical Society's report on a planned pharmaceutical service, the Inner London Executive Council has recently modified its procedures relating to the setting up of health centres.

The changes in procedure mean that not only are local Pharmaceutical Committees informed about proposed centres and those doctors wishing to practice in them, but the Committees are asked to consider how the local pharmacies will be affected.

They are considering the possibility of consortiums being set up. The extent of the area which a new health centre will affect is being assessed and all pharmacists in the area are being informed.

The council's General Benefits Committee and the Local Pharmaceutical Committee at Lewisham have agreed not to support the application of a pharmacist for a lease on a shop unit adjacent to a proposed health centre in the Adolphus Street area, SE 8.

As there are eight pharmacies within half a mile of the proposed site the committees state that there are sufficient pharmaceutical services in the area.

The Lewisham Borough Council who initially asked for comments from the Executive Council has been informed accordingly.

# COMPANY NEWS

## Boots will pay over £2m cash for Crookes

Boots Pure Drug Co Ltd have reached agreement with Arthur Guinness Son & Co Ltd to purchase a major part of the latter's pharmaceutical and toiletry interests comprising the Crookes Laboratories Group Ltd and Crookes-Anestan Ltd. The consideration is for a sum "in excess of £2m" in cash.

It is understood that Boots intend to continue the business of Crookes and Crookes-Anestan which have manufacturing operations in Basingstoke and Dublin. Guinness said on Tuesday that Boots were the largest customers of Crookes and Crookes-Anestan and currently took more than one-third of the turnover of the latter.

According to Guinness, their pharmaceutical companies concerned in the deal have significantly improved their profitability during the last two years and continue to do so. Nevertheless, the board consider that in the light of present requirements and conditions of the pharmaceutical industry, substantial growth for these two companies in their hands could be expected to be slow.

"The research and development and launching of new drugs on which growth in this field depends require ever increasing resources which can best be met within a large organisation geared mainly to the pharmaceutical industry," it is added.

Guinness are not disposing of any of their holding in J. L. Morison & Jones Holdings Ltd.

## Deficiency of £5,642 admitted

Mr Ronald Bourke Quinn, MPS, was forced to close his business when competition grew from cut-price drug stores, a bankruptcy court at Croydon was told on July 22. Mr Quinn, 32, now living at Miclan Close, Aldwick, Bognor Regis, admitted a deficiency of £5,642.

He told the court that he purchased a retail pharmacy business in Brockley, London, SE, in 1967 and modernised the premises. He bought a second shop at Hither Green the following year, but this closed soon afterwards when he realised he had insufficient capital to stock both shops.

With the increased competition from cut-price stores he realised there was little prospect of improving business and he tried to sell his first shop. In the meantime he was forced to reduce his profit margin in order to get any business. Mr Quinn said that he had two prospective purchasers for the business but the deals fell through when his landlord refused to assign his lease. He worked in the evenings in East London to help out but was forced to file his petition in February this year.

The public examination was closed.

## Business stays Independent

Walter Davidson & Son Ltd of Blairgowrie, Perth, Coupar Angus and Alyth, who operate the largest privately-owned family chain of pharmacies in Perthshire, have had an offer for their properties and business but have declined to sell.

Mr Douglas Davidson, secretary, said that an approach had been made by a national firm with a view to their acquiring the business, but the directors were of the opinion that they should continue it as a family concern.

Managing director of the business is Mr Walter Davidson, who controls the Perth branch, with ex-provost J. D. Davidson, who recently retired as managing director, operating at Coupar Angus. Mr Norman Davidson operates the Blairgowrie branch.

## In brief

**Cernelle & Ritter Ltd** has been formed by the merger of Dr Ritter & Co and AB Cernelle. The new company is jointly owned and controlled by Ritters of Cologne and Mr John E. Peet. Mr Peet becomes managing director with full executive responsibility, while Dr R. Raemisch, a director of Dr Ritter & Co, becomes non executive chairman.

**C. G. Murray & Son Ltd** have acquired the pharmacy of Mr A. B. Cope, MPS, 156a High Street, Prince's End, Tipton, Staffs.

**East Midlands Wholesale Chemists Supplies Ltd** are moving on August 2 to new premises at Frog Island, Leicester.

## SANGERS LIMITED

### EXTRACT FROM REPORT AND ACCOUNTS FOR YEAR ENDED 28th FEBRUARY 1971 AND STATEMENT BY THE CHAIRMAN AT THE ANNUAL GENERAL MEETING

**Sales and Profit before Tax** are again a record, despite difficult trading conditions and rising overhead expenses due to the continuing rate of inflation.

**The Dividend** proposed of 18%, amounts to 21.6% on the capital before the Scrip Issue of 1 for 5 in June 1970, thus there is, in effect, a real increase of 44% in the distribution.

**The Future.** Sales during the first four months to 30th June have increased by 16%. It is confidently expected that the trading profit for the current year is likely to show a material improvement over that for the year to 28th February, 1971, and that the dividend will be increased accordingly.

Salient Figures	Year to 28.2.71	Year to 28.2.70
Sales	27,352,000	23,309,000
Profit before Tax	893,000	807,000
Profit after Tax	531,000	422,000
Retained Profit	232,000	202,000
Rate of Ordinary Dividend	18.0%	12.5%
Times Covered	1.9%	2.1%

*The Annual General Meeting was held on 28th July 1971. The Report & Accounts for the year ended 28th February, 1971, were adopted.*



# PEOPLE

**Mr R. MacDonald Murray** was guest of honour at a dinner held by the Teesside Branch of the Pharmaceutical Society on July 20 to mark the granting of an honorary Fellowship by the Society.

Mr Murray, a pharmacist for 50 years, played a leading part in promoting the Code of Ethics which was later to become the Society's official "Statement on Matters of Professional Conduct."

A presentation of a watch was made by one of his contemporaries, Mr T. Hawcroft, on behalf of the branch, and a camera was presented to Mrs Murray.

## Appointments

**Fassett & Johnson Ltd**, have appointed Mr A. C. Thomas their field sales manager.

**Phin Universal**, manufacturers of bottle labelling machines, have appointed Mr D. S. Van Dusen their sales manager.

**P. Leiner & Sons (Wales) Ltd** have appointed Mr I. E. M. Hughes, MA, to the board. Mr Hughes joined the company in 1968 as general sales manager.

**Smith & Nephew Pharmaceuticals Ltd**: Mr H. J. Gallimore, a director of the main board of Smith & Nephew Pharmaceuticals Ltd, has been appointed to the board of the following subsidiaries: Contact Lens Group Ltd, Obrig Laboratories (Great Britain) Ltd, and Gibbs & Partners Ltd.

Mr J. S. Evans has been appointed Northern area representative for their contact lens division.

**Insulex Ltd** have appointed Mr B. W. Hookway their London area representative. The company state that he will be responsible for the introduction later this year of a new Insulex gift idea and also a further sales aid.

**United Glass Ltd**: Mr P. Jones has retired from the board after 45 years' service with the company. Mr J. F. Small, BA, 39, who joined United Glass as group planning co-ordinator in May 1965 has been appointed to the board.

**P. C. Cahill & Co (Cork) Ltd** have appointed Mr P. T. Flynn

to the board. A native of Billina, Mr Flynn graduated at the College of Pharmacy, Dublin, in 1964, and joined P. C. Cahill in Cork as assistant manager in 1966.

## Deaths

**Espley**: On July 23, Mr Arthur James Espley, OBE, MPS, Little Croft, Sidmouth, Devon, aged 83. Mr Espley qualified in 1910. After the 1914-18 war he took over the family business of Thornber's Chemists, Accrington, with branches in East Lancashire. He retired in 1944 and was awarded the CBE in 1949.

## NEWS IN BRIEF

□ The first annual report of the Medicines Commission, to the end of 1970, was published last week by HM Stationery Office, price £0.12½.

□ Closing date for the receipt of applications for the Queen's Award to Industry 1972 is October 31, 1971, but firms are asked to submit their applications, on this year's official forms, as early as possible.

□ Winner of this year's "Miss Pears" competition was Louise Stewart, aged 2½, from Cullercoats, Northumberland. Her portrait will be painted by Carel Weight, professor of painting at the Royal College of Art.

□ In the North-east of England there are nine wholesalers handling chemists goods with a total estimated annual turnover of £4.5m according to Channels and Costs of Distribution in the NE Region (HM Stationery Office £0.70).

□ The proposed West Cheshire Medical Centre, to be built at Chester, will have co-operation between the medical, dental, veterinary and pharmaceutical professions as one of its aims. An £80,000 appeal has been launched—contributions to H. Derrick Jones, National Westminster Bank Ltd, Eastgate Street, Chester CH1 1XA.

□ Proposals for the 1971-72 Grants Scheme have been submitted by the Chemical and Allied Products Industry Training Board to the Secretary of State for Employment. These continue to reflect the Board's published policy of a gradually changing grant system shaped each year to influence training in the light of changing needs whilst aiming at selectivity and economy in grant aid, thus enabling a decreasing levy.

## Topical reflections By Xrayser

### Tax reductions

Despite the advance publicity, the purchase tax reductions announced by the Chancellor of the Exchequer last week seem to have been something of a damp squib. There has been, in my experience on both sides of the counter, singularly little of the enthusiasm to rush out and buy that we were led to expect, and a stroll through some of the large stores which, as you pointed out in last week's issue, were quick to secure publicity by declaring they would pass on the benefits, failed to reveal anything of the atmosphere associated, for example, with "sale" time.

It is strange that the national publicity to which you refer, both in Press and television, should always be for the giants. There seems to be a well-worn path in their direction on all such occasions. But after looking around it seems to me that, so far as the public is concerned, it is a case of much cry and little wool.

The large number of price increases in recent weeks has already eroded much of the benefit that might have accrued, and those who purchased an article at the beginning of June and are due for a replacement now are likely to find that they have to pay no less than on the last occasion, despite the enthusiastic announcements in the Commons. You express the hope that manufacturers will pass on the full reduction. Experience in the past does not suggest that that will be so in all cases.

Already I find, in the few amended prices to hand, that recent increases have been exactly neutralised by the difference in the tax rate, so that the public pay the same as before the increase; the retailer pays more for the goods, and the manufacturer just got in in time for his rise in prices—which is, of course, unaffected by purchase tax.

### Incarceration

Meantime, as on innumerable occasions, we are faced with the gigantic task of adjusting prices on an enormous and varied range of goods in many different tax grades. A wave of the magic wand at Westminster, a short speech lasting less than half-an-hour, and we are plunged into an overwhelming volume of unremunerative work in which we are to give to the public a portion of the tax which we have already paid. It is not long since we covered the same ground converting prices to decimal currency.

But before we feel too sorry for ourselves, let us spare a thought for the unwept, unhonoured and unsung heroes in Bouverie House faced with the mammoth task of rewriting the Quarterly Price List. While others are enjoying a pleasant summer, their gardens are going to waste; the shank off the tee which they had all but corrected will be found in due course to have reasserted itself; and the trout and salmon in the pools and glides will lie undisturbed by the adroitly cast fly.

Stone walls and iron bars will be their lot for some time to come, and the assurance of our gratitude at the end of the day will be their sole reward.

### Labelling of galenicals

I think that the National Pharmaceutical Union has a good point in its complaint of the lack of consistency in the use of English names in the labelling of galenicals. The same problems arise in consulting a drug price list. I have yet to be convinced that the departure from established Latin was a change for the better.



Advertiser's announcement

# CHEMISTS TOILETRY SUPPLEMENT

This supplement, designed to outline the opportunities for chemists that exist in the five main toiletries markets, has been specially prepared for *Chemist & Druggist* by Beecham Products, the leading toiletry manufacturers.

The total toiletries market has expanded 50 per cent in the last five years and is now worth £250 million at retail selling prices.

Five product categories, namely toothpaste, deodorants, men's hairdressings, hairsprays and shampoos, represent over £75 million-worth of sales each year and present a major opportunity for chemists who are eager to derive a substantial profit from these items.

Chemists hold a unique position in the market place — in addition to their NHS dispensing they are expected by the public to make recommendations for

treatments and products in a way that no other retailer is expected to do.

It is estimated that toiletries account for approximately 50 per cent of the average pharmacy's counter sales, and in the five major product categories mentioned, sales are worth over £30 million.

The wise chemist is now reassessing his trading relationship with other types of retailer in the high street.

Faced with heavy competitive pressures, it has become important for him to look critically at his retailing operations, so that he can give the best possible service to his customers whilst making valuable profits from his sales.

There are a great many competing

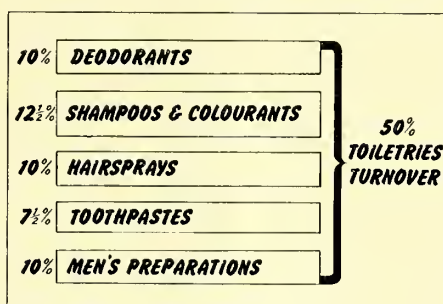
brands in the main product groups, and it is important that the chemist stocks the products which give him the greatest cover of the market with as few lines as possible. It is unprofitable and inefficient to devote valuable shelf space to too many little known brands in the hope of the occasional sale.

Stock rationalisation is the key to greater turnover and profitability in the pharmacy. Rationalised stock-holding cuts out dead lines, frees space for more profitable use.

Taking advantage of quantity case rates, the chemist can be competitive and offer attractive consumer price cuts. He will therefore gain extra sales through stocking and promoting the fast-moving brands — the heavily advertised brand leaders — to deliver maximum turnover and profit.

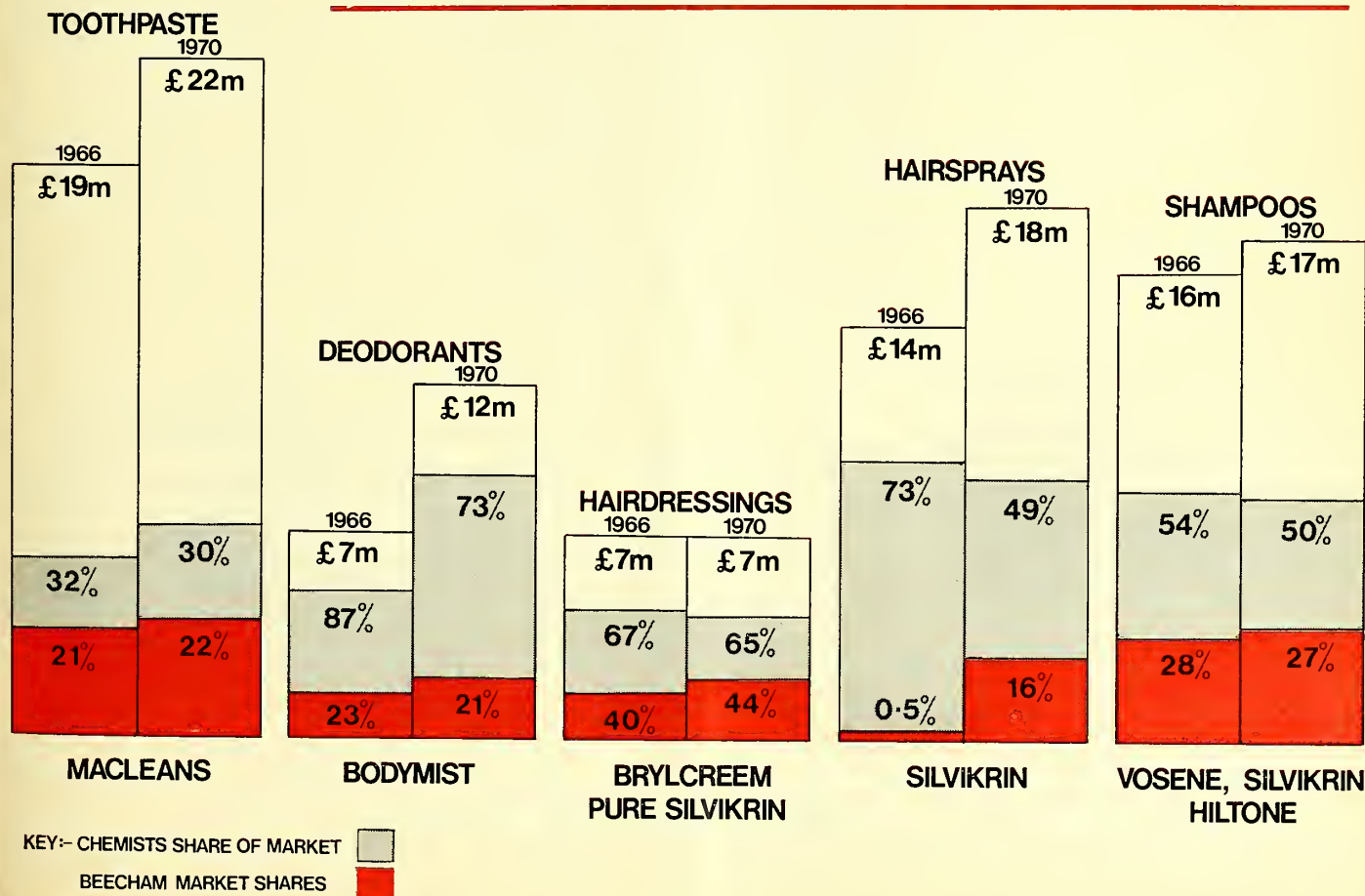
In the five main product categories Beecham manufacture many of the major brands sold through chemists; Macleans accounts for over 20 per cent of toothpaste sales, Body Mist over 20 per cent of deodorants, Brylcreem and Pure Silvikrin nearly 50 per cent of men's hairdressings, Silvikrin Hairspray, Silvikrin Shampoo and Vosene account for 16 per cent and 26 per cent respectively of hair-spray and shampoo sales.

This supplement is designed to provide news about Beecham products in these five major markets, information about promotions and other important developments in these fields, with practical guidance to help chemists gain maximum advantage from retailing Beecham lines.



*This chart represents the proportion of turnover that each of the five major markets contribute to the chemists' toiletry turnover. Added together these five product groups comprise over half the sales of toiletry products in the average pharmacy*

## THE FIVE MAJOR TOILETRIES MARKETS—HOW THE CHEMISTS SHARE STANDS





# Toothpaste—Major opportunity

1. MASSIVE ADVERTISING CAMPAIGNS
2. EXPANSION OF MARKET
3. OPPORTUNITY FOR CHEMISTS TO GAIN MARKET SHARE

Following a period of minimal growth, the toothpaste market has enjoyed, during recent months, a dramatic expansion. As a result, toothpaste sales are now worth £22½ million per annum at rrp and continuing to expand. Toothpaste now represents the second largest toiletry market in the United Kingdom.

Traditionally a chemist's market, it would seem that much of the potential business is being lost to competition from other outlets.

As a whole, chemists have not been as active in promoting toothpaste as other retailers. This is a major factor affecting chemists' relatively thin slice of the market.

However, the professional atmosphere of the pharmacy provides the right background for a section retailing a variety of oral hygiene products. In this context, together with other lines such as toothbrushes, dental fixatives, mouthwashes, etc, toothpaste will always be a product which consumers will expect to buy from the chemist's shop.

Competitive activity in this market during 1971 is creating additional consumer awareness. Manufacturers have invested greater amounts than ever before in advertising and promotions — designed to stimulate consumer purchasing.

## Heavily advertised

Press and television advertising for toothpaste this year is expected to reach nearly £2 million.

Following the launch of new Macleans Freshmint and White Fluoride, Beecham are spending £1 million-plus on these brands.

Over £650,000 of this amount is being spent directly on advertising, representing a prime opportunity for chemists to bene-

fit from the high level of consumer awareness created by this campaign, the biggest ever in the UK toothpaste market.

## Macleans test success

The new Macleans brands gained an outstanding sales success during tests in Westward Television area.

Throughout the six month period, June–November 1970, Macleans Freshmint and White Fluoride significantly outsold all competitors (during one period selling at double the rate of the nearest major brand in the area), and for the complete test period remaining the consistent brand leader in the test area.

In the Westward Television area Macleans now holds a 32 per cent market share, a significant lead of 9 per cent over its nearest competitor.



*Macleans "Spectacular" display material sited at the end of the toiletries section and facing the doorway, proved a substantial sales winner in this pharmacy. Normal sales during a three-month period in 1970 (February, March, April) were 37 doz Macleans Regular and Spearmint. During the same period in 1971, following the launch of Macleans Freshmint and White Fluoride, sales rose to 175 doz — an increase of 480 per cent — more than one year's sales in three months*

## Dynamic national launch

But this was only the beginning. When the national launch began on February 15, new Macleans set an all-time sales record during its sell-in. Dramatic increases have already been achieved in

many pharmacies and Macleans sales are now running at a level 350 per cent higher than previously.

Special Macleans' prices for chemists have generated intense promotional activity. In addition a national 5p coupon drop has created even greater consumer demand reflected in substantial Macleans offtake.

## Brand leader

Following the successful relaunch, Macleans is now the brand leader in chemists.

The latest independent trade audit shows that Macleans has a 20 per cent share of toothpaste sales in chemists.

From the outset Beecham anticipated this rise to pre-eminence — and the latest audit confirms Macleans position as the leading toothpaste brand.

Backed by a massive long-term advertising and promotional campaign, this share will grow even more. Using this backing as a sales platform, chemists stocking and promoting Macleans can expect substantial returns on their investment.

To boost new Macleans at the point-of-sale, a comprehensive range of display material is available which is suitable for either the large or the small pharmacy.

## Body Mist: leading brand in growth market

Deodorants are the fastest growing sector of the toiletry market. Sales grew 18 per cent last year alone. Now worth £11.7 million, the market has increased in size from £6.6 million in 1966.

Moreover, in 1971, with a rise to prominence of anti-perspirant products, sales are already 13 per cent greater than 1970. Continued growth is expected.

The majority share of the deodorant market is held by chemists with 75 per cent — or £8 million worth of sales.

Within this market aerosol packs are enjoying the most rapid rate of growth and now command a 60 per cent share of all deodorants sold.

Anti-perspirant products comprise the largest sector of deodorants sold in aerosol packs — 65 per cent — and are expected to increase to 85 per cent.

Body Mist, the brand leader, is entrenched firmly in these two important sectors — and is also available in squeeze packs. Moreover it is the only anti-perspirant deodorant brand that offers a range of three perfumes — Rose Bouquet, Dawn Fresh, and Wild Spring — providing a wide choice for consumers.

## Relaunched

Relaunched in April with new packaging, Body Mist offered an added value deal — 50 per cent extra at the standard prices of 35p and 45p. This resulted in instant consumer acceptance — sales of Body Mist aerosols from April to June this year have increased by 250 per cent over the same period last year.



*Commercials for new Macleans have a romantic, mystical theme and show a young couple riding in a Norwegian troika. Voice over emphasises the Whiteness of new Macleans and pack shots of new Macleans Freshmint are shown*



## Advertiser's announcement



## Backing

Heavy television and press advertising campaigns backing Body Mist will help chemists maximise sales opportunities.

Thirty and fifteen-second television commercials, dramatising exciting situations in which Body Mist is clearly shown to work supremely effectively as an anti-perspirant, have been transmitted on all television stations since mid-May.

Press advertisements, full pages in colour, have been appearing in major women's weekly and monthly magazines — scheduled from April through to September. The first press advertisements featured the Body Mist aerosol packs; later insertions of the Body Mist advertisements link closely with the dramatic situations depicted in the TV commercials, still emphasising the packs.

To provide chemists with merchandising aids to generate volume sales, unusually attractive point-of-sale material has been designed to link up with the TV and press advertising themes.

Intensive care has been taken with new Body Mist to ensure that advertising, consumer offers and merchandising have maximum appeal for the fast expanding market for anti-perspirants.

There is clear evidence that chemists have greatly contributed to the development of the market. Body Mist has been groomed for the position of brand leading anti-perspirant and offers outstanding profit opportunities for chemists.



Body Mist is advertised on the theme "Nothing under the sun checks perspiration wetness and odour like new Body Mist." The campaign reaches 80% of women 22 times on TV and nine times in the Press

## Hairdressings: Brylcreem, Pure Silvikrin head profits league

Chemists are ahead in the men's hairdressing and tonic markets, currently holding a 66 per cent share of sales.

Worth £7 million at rrp the market represents an opportunity for the chemist to dominate sales, taking advantage of the heavy advertising support and the increasing efforts manufacturers are making to bring new younger users into the market.

Brylcreem and Pure Silvikrin between them account for well over half of all men's hairdressing and tonic sales — this clearly indicates the importance of these brands to the chemist.

The "Lion of the hairdressing market," Brylcreem, is receiving a further boost for 1971/72. Brilliant new advertising — winner of a Silver Award at the 1971 International Advertising Film Festival in Cannes — at triple the 1970 level of expenditure will lift sales onto a new plane.

Depicting a new theme — the Brylcreem "bounce" — the television commercials appeal directly to the younger man and show how the use of Brylcreem can add life and vitality to the hair. Beamed directly at the market sector that shows the greatest growth potential, Brylcreem advertising will help chemists capitalise on this growth sector.

Pure Silvikrin is the outright leader of the hair tonic market segment and is virtually a "chemist only" brand. Especially effective in treating out-of-condition hair, Pure Silvikrin has a high reputation and many loyal users. Sales in 1971 show an increase of 25 per cent over last year, and this growth is largely attributed to the advertising which is being doubled in weight this year. It is confidently expected that with this increased advertising expenditure chemists can expect a continuing high rate of growth in sales.

## Silvikrin — accepted brand

Hairsprays have the highest consumer-purchase rate of all toiletries — 70 per cent of female customers are potential hairspray purchasers.

The trend towards the popularly priced national brands which became evident in 1964, with a share of 12 per cent, has continued up to the present time. These products now command 61 per cent of the total market and 49 per cent of chemists' sales.

Silvikrin hairspray is ideally positioned to cover the total hairspray market. It is acceptable to all users from the age of 14 onwards, but specifically to the high-volume users in the 14-34 age group.

Research indicates that the midway



A scene from the Brylcreem commercial, winner of a Silver Lion Award at the International Advertising Film Festival at Cannes. Illustrating the "bounce" and vitality Brylcreem adds to the hair, the commercial appeals directly to the younger section of the hairdressings market

price and the appeal of the attractive Silvikrin "daisy" packs support this positioning.

## Highly Promotable

Silvikrin is a highly promotable item and responds well to bold, eye-catching displays, borne out by the profitable sales that many chemists have been making.

Silvikrin now has a 16 per cent share of the hairspray market, growing from 0.5 per cent in the past four years. The brand is becoming increasingly important to chemists as they gain a larger share of sales.

During 1969, whilst grocers increased their hairspray sales by over 20 per cent, chemists did not enjoy the full benefit of either the market expansion or the substantially increased sales of Silvikrin hairspray. Over this period, sales of hairsprays in chemists actually decreased by more than 10 per cent.

However, this trend now seems to have been reversed — although losing ground to other outlets during 1970, the loss has been significantly less, indicating that the chemist is coming to grips with the competition.

Undoubtedly, Silvikrin hairspray, available in three variants for dry, normal and greasy hair is an eminently suitable product for sale in the professional atmosphere of the pharmacy. Research shows





## Advertiser's announcement

that women choose hairsprays for their hair type rather than by "hold" description. With a range of formulations available to suit all consumers' needs, the chemist can recommend the one most suitable to the individual.

Now valued at £18.4 million at retail selling prices, the hairspray market still offers tremendous potential. Further growth in excess of 20 per cent is expected during the next two years. In addition there is a trend to larger sizes indicating greater frequency of usage — and the large sizes mean extra profit opportunities for the chemist.

## Opportunities

Following heavy advertising on television throughout the country, women will be looking for the attractive Silvikrin "daisy" packs. The chemist, therefore, has a major opportunity to profit from stocking, merchandising and displaying Silvikrin hairspray. The distinctive packs prominently displayed will guarantee your fair share of sales of Silvikrin hairspray, the acceptable leading brand.

## Hiltone shaders: a blonde market bombshell

Hiltone Shaders, the shampoo-in-toner for blondes, has achieved a bombshell success in gaining a major market share since its national introduction last summer.

It is estimated that there are 2,880,000 blondes in the United Kingdom — and for every British blonde, Hiltone Shaders is an attractive proposition, enabling either naturally blonde or prelightened hair to be toned to the shade required. Shaders are as simple to use as a shampoo and cost only slightly more.

The total colourant market is worth some £8.6 million and has been increasing between 5-10 per cent over the last five years. Since the launch nearly a year ago Shaders sales have exceeded all expectations and now account for 30 per cent of the temporary colourant sector.

In fact, Shaders sales are worth more than those of any shampoo sachets — and the majority of this business — 66 per cent — goes through chemists.

Special trade discounts, heavy press advertising support, plus highly persuasive new point-of-sale aids for chemists, are now available from Beecham.

Hiltone Shaders advertising has been appearing in *Woman's Own*, *Family Circle* and *Honey* and in June additional women's magazines, *True Story* and *True Romance*, were added to this extensive media schedule.

The "four eyes" advertising for the brand has been creating considerable impact. The advertising campaign is planned to reach 70 per cent of all blondes in the United Kingdom at least eight times. Using this as a sales platform chemists can profit from consumer awareness by staging attractive displays.

## Massive support for the shampoo brand leaders

Vosene, unchallenged as the outright brand leader of the medicated shampoos, is now available in special reduced-price offer packs which feature savings for shoppers of 3p and 4p on standard and economy bottles.

As the outstanding "family" shampoo brand with more than double the total market share of its nearest competitor, Vosene is always highly responsive to reduced price offer promotions.

The excellent value for money represented in this offer will be quickly recognised by shoppers. Chemists can expect to gain valuable sales.

New advertising and a heavy television campaign give strong support to chemists stocking Vosene.

The transmission of an entirely new Vosene thirty-second TV commercial on all stations, coincides with the reduced-price offer promotion.

The new commercial uses the "testimonial" theme that has proved successful in previous Vosene advertising, but the setting is now outdoors with a bright summer atmosphere. For the first time Vosene has introduced a musical background to increase the appeal of the selling proposition.

During the peak summer months, the new commercial is being seen by 75 per cent of all women and will give strong additional support to chemists stocking and promoting Vosene.

## New shampoos from Silvikrin

Two new shampoos, as part of a programme of continuous improvement and innovation, join the Silvikrin shampoo range in September.

The two new shampoos replace the Natural and Natural Protein variants.

The new formulations are Silvikrin Alpine Herb shampoo for normal hair



*New Silvikrin Alpine Herb shampoo contains rich conditioning ingredients, plus herb extracts imparting an evocative mountain-fresh fragrance. Silvikrin Egg Protein is a protein-enriched shampoo to nourish and condition problem hair. Other shampoos in the Silvikrin range are Lemon and Lime for greasy hair and Almond Cream for dry hair*

and Silvikrin Egg Protein shampoo for problem hair.

Silvikrin Alpine Herb shampoo contains all the rich conditioning ingredients and special high lather properties of all the Silvikrin shampoos plus extracts from herbs found on alpine pastures of mountains as far apart as Yugoslavia and Africa. These include Mountain Arnica, Mountain Gentian (both from Spain), Birdseye from Africa, Juniper from Yugoslavia and Dwarf Pine from Austria. As well as providing ingredients that care for the hair, these herbs impart a natural mountain-fresh fragrance.

Silvikrin Egg Protein shampoo is an extra protein-enriched shampoo to help nourish and condition problem hair that has suffered through illness or excessive perming or tinting. Silvikrin Egg Protein helps to replace lost strength in hair and return it to its natural bounce and shine. Like all Silvikrin shampoos, Egg Protein also contains extra high lather and conditioning ingredients.

The other shampoos in Silvikrin's New Natural range are Lemon and Lime for greasy hair and Almond Cream for dry hair. All are sold in economy sized bottles, at 18p, standard size at 12p and sachets at 3p.

## Market growth

With a general trend towards larger sized containers as in other sectors of the toiletry market sales of shampoo products continue to grow.

In the five years 1966-1970 growth at rsp has been 8.5 per cent overall; last year growth was 5 per cent.

With 50.2 per cent of sterling sales in the shampoo market, the chemist has an important share.

Beecham brands together account for 26.6 per cent of shampoo market sales in 1970 — indicating their significance to the chemist as important lines to stock and promote.



*Suitable for both counter tops and for shelf display, this Hiltone Shaders dispenser has an attractive gold finish with a clip-in full colour showcard and is designed to stimulate impulse sales*



# **Pure Silvikrin 76% increase in sales.**

## **Now we double our advertising budget.**

In the last five years, the sales of Pure Silvikrin have increased by 76%—thanks to our effective national press advertising and our redeemable coupon offer.

Now we're increasing our advertising budget by 100%—and doubling the value of our coupon offer to 10p.

So more and more people will be seeing our advertisements and acting on them.

Now double your stocks to meet the big, increased demand for Pure Silvikrin—the natural hair food that's a natural profit maker.



**Pure Silvikrin-natural profit maker**



# LETTERS

## Tax down-price up

In your 'Comment' last week (p 111) you suggest that we cut our purchase tax on goods in stock and so give the public the benefit of reduced prices immediately.

How stupid we are going to look if we do this and then find that manufacturers follow the lead of the House of Yardley.

On receipt of their new price list this week I scanned it eagerly to see how much they had reduced their prices with the new tax. To my amazement I find that almost every price has increased.

**N. Hand,**  
Poole, Dorset

[Yardley & Co state that their customers were advised of advanced prices by post on June 21, the new rates becoming effective on June 28. On those prices purchase tax reductions have been made in full. *C&D* did not receive this notification, hence the changes were not advised in the Supplement.—Editor.]

## Simple stamp

In the *C&D*, July 17, p 84, I notice that the Pharmaceutical Society's Practice Committee recommend a standard layout for prescription forms for oral contraceptives.

I have recently marketed a rubber stamp for use on prescriptions for items ordered on a repeat basis.

The stamp impression is:

1st DISP'D			
1 REPEAT			
2 REPEAT			
3 REPEAT			
4 REPEAT			
5 REPEAT			
6 REPEAT			

Its use enables a neat, accurate and time-saving record to be made, both on the prescription and in the prescription book.

**E. A. Tuppen,**  
4 Penrose Court,  
Stade Street, Hythe, Kent

## Franchise future?

Franchise shops are at present enjoying huge success in America and England, with some justification. The idea, of course, is very simple—business experts are employed to pick the best sites, design the best shop for the purpose intended, present a corporate image, yet use the enthusiasm of a man working for himself.

How can this idea be applied to pharmacy? The National Pharmaceutical Union now has a business set-up which is perfect for an operation of this type. They could design an ideal pharmacy, probably with a front shop for self-service of goods which are suitable, leading to a separate prescription pharmacy where all

medicines are sold, prescriptions are dispensed and other goods sold which are not suitable for self service. This design could be contracted out to a shopfitter for the best possible price.

A list could be drawn up giving details of essential requirements for the siting of such a pharmacy, such as proximity to health centre or doctors, size of premises, number of customers it will serve, nearness of opposition, etc. The list could be circulated to the best estate agent in each town and each site submitted could then be investigated by a team of experts.

Everything could be standardised down to the smallest detail, such as uniform dresses for staff, books for accountancy, shop and dispensary fittings, and contracts could be negotiated for all these at best prices. Business services such as accountancy advertising, bulk buying and promotions could be set up on a corporate basis.

Many pharmacists who at present feel in a rut and lacking the business knowledge to get out of it, may be happy to throw in their lot with an organisation who could provide all the services of a multiple organisation and still retain their independence.

The NPU could sell the lot as a package deal on franchise, and may also be able to arrange finance on favourable terms. I would appreciate comments on this idea from your readers.

**K. Larder,**  
Sheffield 8

## No more posers

I think it is time you stopped publishing Prescription Posers and instead showed specimens of how prescriptions should be written. GPs seeing these 'posers' would think it a good game and try them themselves.

Pharmacists can be better employed than to spend valuable time trying to decipher some scribble while patients wait and wonder if they will get the correct medicine.

More propaganda to get doctors to write more legibly will help pharmacy.

**A. J. Freeman,**  
Blackley, Manchester

[Are not the posers such propaganda?—Editor.]

## What status?

With reference to your headline "The status of pharmacy in Ireland" (July 17, page 80), may I quote the following advertisement from a local newspaper: "Staff required for new pharmacy at . . . ; experience preferred but not essential."

We used to dispense with knowledge. Can we now do the same with experience?

**A. G. Wilson,**  
Dalkey,  
Co Dublin

## Poser solution

Last week's poser prescription was for:

Tabs Mandrax 60  
Sig II tablets nocte  
Dorbanex 500 mls  
10 mls nocte

## Equipment



**Portable tablet counter**

A portable electronic counter which copes with all sizes and shapes of tablet and capsule "with no adjustments whatever" has been developed by Kirby Lester Ltd, Osborne Industrial Trading Estate, Waddington Street, Oldham, Lancs.

The KL7 has a quoted counting speed of around 15 per second for all sizes. Items to be counted are poured through an aperture at the top and delivered at the bottom into a specially designed scoop, which can be used for transfer to the final container. The number poured through is recorded by illuminated numerals.

The unique way in which the counter works has eliminated the need for vibrating hoppers or complicated turntables to separate tablets—there are in fact no moving parts. A dust detector measures the level of powder accumulated and indicates to the operator when the machine needs cleaning. The counter is automatically inactivated until the powder is wiped away. It is a compact instrument measuring approximately 9 x 10 x 15 ins.

The KL7 can be leased for approximately £2 per week (reducing to £8 a year after 3 years) or may be purchased outright. Tax relief is claimable against the cost—which is in any case claimed to be outweighed by the savings in the pharmacist's and patient-waiting time, with a bonus of improved hygiene.

### Heating-ventilating engineers

**W. G. Cannon & Sons Ltd**, Carolyn House, Dingwall Road, Croydon, Surrey CR9 2PE, offer design and installation facilities covering heating and ventilating, air conditioning, hot and cold water services, plumbing and fire services. They can tender for the installation of pre-designed services or a client can use Cannon's own design facilities.

Among the projects mentioned at a recent news conference in London that had been undertaken was the design of the air conditioning they were installing to meet stringent temperature and humidity control in the factory of Eli Lilly & Co at Basingstoke.



# COMMENT

## Early warning

On May 1, 1973, 290 chemicals are scheduled to be controlled under The Farm and Garden Chemicals Act 1967 and Regulations.

The Act, which was approved in 1967, enables Regulations to be made requiring that pesticide products sold for use on farms or gardens and which contain specified active ingredients should be clearly labelled with the name of the active ingredient, and there should be a prescribed marked symbol to indicate toxicity.

Since the Act was passed, the situation concerning the labelling of pesticides and similar products has improved a great deal. The Parliamentary Secretary, Ministry of Food, confirmed that position in the House of Commons as recently as July 20. In fact, the new legislation that becomes effective in May 1973 represents no change so far as relates to those products—probably the majority in existence—that are manufactured by the members of the British Agrochemicals Association, who have supported the voluntary Pesticides Safety Precautions Scheme, and labelled their products accordingly.

The Government, however, has not implemented its powers to require a recognised symbol indicating the degree of risk involved when using or storing scheduled substances. The reason is that the Council of Europe is working on a uniform scheme which could be recommended for use in all countries and, rightly, it is considered that any system of symbols should be uniform in view of the extensive international trade in pesticides. No action will, therefore, be taken until the Council of Europe recommendations are known.

The British Agrochemicals Association is writing to various wholesaler organisations, alerting them to the new labelling standards and, no doubt, pointing out the problems caused by "breaking bulk." It should be noted that all containers of scheduled substances must be appropriately labelled, irrespective of the quantity involved. Where a product is sold in bulk without a container then "the label shall accompany the product."

So far as retailers are concerned, many of the products put up for over-the-counter sale have a short selling season and stocks are often carried over to the following year. Retailers should therefore ensure that by mid-1972 all their stocks are appropriately labelled in accordance with the new legislation and, where bulk is broken, satisfactory labels are available.

## To the specialists . . .

Although Boots Pure Drug Co Ltd have been expanding for years, their acquisitions have usually been confined to retail pharmacy businesses — at least in Britain.

Their agreement with Arthur Guinness & Son Co Ltd to buy the Crookes Laboratories group and Crookes-Anestan Ltd (p 125) is therefore their first major manufacturing purchase at home for some time.

Last year they bought an 80 per cent holding in the Paris-based pharmaceutical manufacturer, David Rabot, and in the previous year they acquired a manufacturing company in Kenya.

This latest purchase will give Boots additional manufacturing plant in England as well as in Eire, where they have had no such facilities to date.

The decision by Guinness to sell Crookes was motivated by present-day requirements of the pharmaceutical industry. Very large sums of money must be spent on research and development of new drugs, the successful launching of which are vital to the projected growth. The board of Guinness believed that growth could best come from a large organisation geared mainly to the pharmaceutical industry.

In their last annual report Guinness attributed a loss of £200,000 on sales of £10 m to its pharmaceutical division — although they claim that Crookes' profitability had improved and was continuing to improve.

While adequate finance is an important factor for success in innovation in the pharmaceutical industry, it is by no means the only one. It is necessary to specialise in any industry — and none more so than in the pharmaceutical industry. Guinness' board must have felt the time had come to leave that kind of specialisation to others.

## Time in hand

If the reported results of the NPU Marketing-Reckitt & Colman merchandise promotion (page 124) are a fair guide, independent pharmacy still has some worthwhile shots in its locker with which to fight the multiples and supermarkets on a strictly retailing basis.

The Spar/Mace "voluntary chain" in grocery, and enterprises such as the Ardenn wholesaler-backed operation in the clothing trade have suggested possible areas for development by the independents. But when, some 18 months ago, the proposed National Pharmacy Buying Group failed to get off the ground, it seemed that the widely-held belief that such things were "not for pharmacy" had been confirmed.

The NPUM scheme (which allows greater freedom of movement to the individual than the accepted "chain" idea) suggests that there is considerable further scope for exploration.

Whether the idea of "franchise pharmacies" put forward by a reader on page 132 would be either acceptable or workable is another matter. The degree of uniformity he suggests might prompt some of us to re-name them "battery pharmacies."

Be that as it may, the evidence is that independent pharmacy can gain from a really serious attempt to work to a collective future.

That future may be a short-term one. We know that within EEC the retailing of toiletries, cosmetics and the like from a pharmacy is not encouraged. If retail pharmacists are to continue to deal in such lines following British entry to the Common Market, then re-structuring of the business would seem to be an inevitable step.

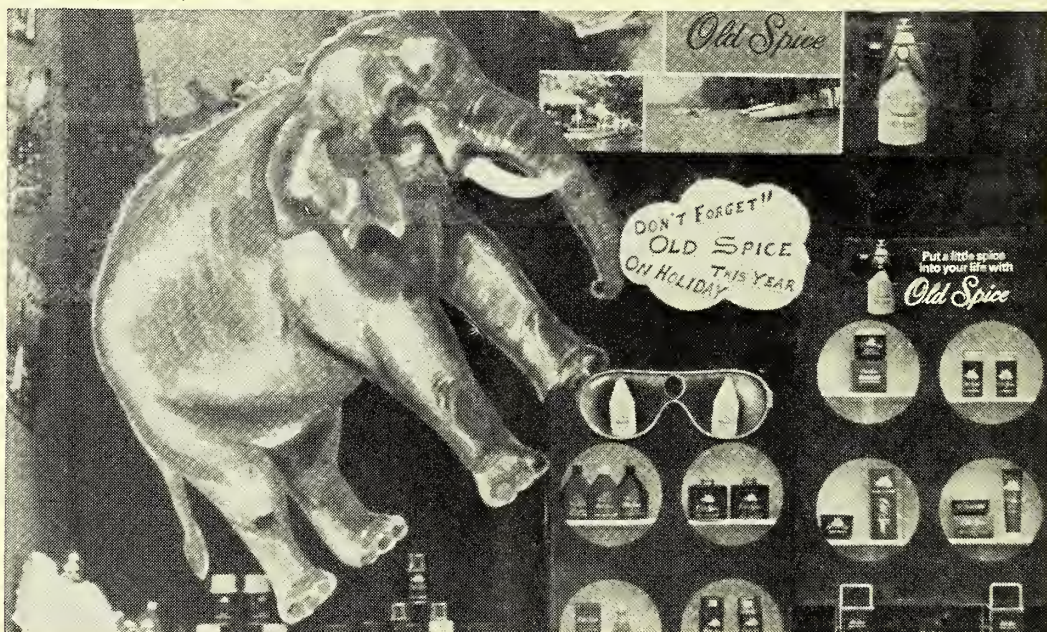
But the implementation of such requirements is likely to be, at worst, ten years away. To do nothing in those ten years would be suicide: to think around the example of the NPUM promotion would appear to make good sense for retail pharmacy.



# Old Spice® Winning Windows



1st Prize (Southern): D. P. Prosser Ltd



1st Prize (Northern): J. H. Stern Ltd



2nd Prize (Northern): G. R. Pepper Ltd



2nd Prize (Southern): C. L. Highfield Ltd



# WEEKLY CHANGES AND ADDITIONS

## To June Quarterly Price List

### 'Contac 400' for 12 months continuous profit!



**THE CHEMIST & DRUGGIST Price List Service**

To ensure accurate pricing, look first in this supplement under This Week's Changes and Stop Press followed by the Cumulative Section commencing on p 1. If the price you are seeking does not appear in this supplement, refer to the Quarterly List. Discard earlier supplements.

Trade prices are given per unit unless otherwise stated. Bold upright figures (0.14) in the retail column indicate the price is subject to resale price maintenance. Italic figures (0.14) is manufacturer's recommended price. Light upright figures (0.14) is a suggested guide. A = Price advanced. R = Price reduced. ● = New entry. D = Delete. C = Correction. / = Insert.

### THIS WEEK'S CHANGES

	Trade £.p	Tax £.p	Retail £.p	
Antussin (976 PL) †				
adult				
small	2.40dz	—	0.25	A
large	3.74dz	—	0.39	
children	2.05dz	—	0.23	
Arthro-pad (1127 Seton)				A
(distributors 938J)				
support bandage	0.50	—	0.75	
medium	0.57	—	0.85	
large	0.63	—	0.95	
Aspro (893 Nicholas)				
junior tablets	24	0.775dz	0.215dz	0.10 ●

	Trade £.p	Tax £.p	Retail £.p	
Dalzofoam (1127 Seton)				A
(distributors 938J)				
adhesive backed				
thin (4)	1.04	—	1.50	
medium (4)	1.36	—	2.00	
thick (4)	1.68	—	2.50	
plain roll 36 x 18in	0.72	—	1.05	
thin	1.04	—	1.50	
medium	1.36	—	1.95	
thick				
Efcortelan-N (518 Glaxo) TS				
eye/ear drops	10ml	0.75	—	1.00 ●
Icthaband (1127 Seton)				A
(distributors 938J)				
zinc paste and ichthammol				
bandage	2.16dz	—	0.26	
Insulin (147 Boots) †s7				A
20 units	10ml	0.15	—	0.20
5ml		0.15	—	0.20
40 units	10ml	0.27	—	0.36
5ml		0.27	—	0.36
80 units	10ml	0.48	—	0.64
5ml				
globin zinc				
40 units	5ml	0.15	—	0.20
80 units	5ml	0.30	—	0.40
isophane (N.P.H.)				
40 units	10ml	0.30	—	0.40
80 units	10ml	0.60	—	0.80
protamine zinc				
40 units	5ml	0.15	—	0.20
10ml		0.30	—	0.40
80 units	5ml	0.30	—	0.40
zinc suspension (lente)				
40 units	10ml	0.30	—	0.40
80 units	10ml	0.60	—	0.80
amorphous (semilente)				
40 units	10ml	0.30	—	0.40
80 units	10ml	0.60	—	0.80
crystalline (ultralente)				
40 units	10ml	0.30	—	0.40
80 units	10ml	0.60	—	0.80
Nuso				
40 units	10ml	0.30	—	0.40
80 units	10ml	0.54	—	0.72
Insulin (1566 Farillon) †s7				A
novo Actrapid				
40 units	10ml	0.26	—	0.35
80 units	80ml	0.49	—	0.65
novo lente				
40 units	10ml	0.30	—	0.40
80 units	10ml	0.60	—	0.80
novo semilente				
40 units	10ml	0.30	—	0.40
80 units	10ml	0.06	—	0.80

	Trade £.p	Tax £.p	Retail £.p	
Liquidant (229 C&T)				
oral antiseptic	2.40	—	3.60	●
Max Factor (813 MF)				
brush-on blusher	0.514	0.22	0.99	●
Nitrolan (878 Napp)				●
tablets 2.6mg	50	0.85	—	1.14
250	3.90	—	5.20	
6.4mg	50	1.15	—	1.54
250	5.35	—	7.14	
Petronet (1127 Seton)				A
(distributors 938J)				
dressing strip 3 3/4 in x 8yd	4.00dz	—	0.50	
dressings 3 3/4 x 3 3/4 in	10	1.68dz	—	0.20
36	2.88dz	—	0.35	
Phenolaine (974 PC) †				A
eye drops	10ml	0.18	—	0.27
100ml	0.40	—	0.60	
pure	0.50	—	0.65	
Price's (1005 Price)				A
night lights				
child's 8-hour (10)	4.80	—	—	
(3dz)				
Calorettes (12)	5.80	—	—	
(4dz)				
Palmitine Star (10)	6.88	—	—	
(4dz)				
Pyramid (8)	2.00	—	—	
(1dz)				
Sentinel (10)	4.80	—	—	
(3dz)				
Procol (835 M&J) †				A
capsules	8	0.24	—	0.32
Pyopen (1393 8RL) TS				
infusion set	19.79	—	—	●
Quinaband (1127 Seton)				A
(distributors 938J)				
zinc paste and iodochloro-				
hydroxyquinoline	2.16dz	—	0.26	
Seton (1127 Seton)				A
(distributors 938J)				
Coloset colostomy bags				
30 x 10cm	100	4.00	—	—
30 x 12.5cm	100	4.40	—	—
20 x 14cm	100	4.00	—	—
12.5 x 12.5cm	100	4.00	—	—
Imperial sizes				D
dermatological gloves				
small (24)	1.90	—	2.70	●
medium/large (24)	1.90	—	2.70	
paediatric urine collectors				
(100)	3.00	—	—	A
para-pads (pair)	0.93	1.40	—	
urine drainage bags				
individually sealed boxes				
standard long tube (100)	7.00	—	—	

### RETAIN THIS SUPPLEMENT

Betadine (878 Napp) TS				
hydrocortisone cream				
25g	0.95	—	1.27	●
Calaband (1127 Seton)				A
(distributors 938J)				
zinc paste, calamine and				
urethane bandage	2.16dz	—	0.26	
Calaband D (1127 Seton)				A
(distributors 938J)				
zinc paste and calamine				
bandage	2.16dz	—	0.26	
Collar 'n' Cuff (1127 Seton)				A
(distributors 938J)				
roll	4m	0.50	—	0.75
Contac 4 (835 M&J)				●
lozenges	15	0.11	0.035	0.20
Contac 400 (835 M&J) †				A
capsules	6	0.21	—	0.28
12	0.36	—	—	0.48
Cytamen (518 Glaxo)				●
ampoules '250' 5 x 1ml	0.12	—	—	0.16
'1000' 5 x 1ml	0.24	—	—	0.32
packs of 6	—	—	—	D

novo ultralente				
40 units	10ml	0.30	—	0.40
80 units	10ml	0.60	—	0.80
novo protamine zinc				
40 units	10ml	0.30	—	0.40
80 units	10ml	0.53	—	0.71
novo Rapitard				
40 units	10ml	0.35	—	0.47
80 units	10ml	0.69	—	0.92
novo 8.P.				
20 units	10ml	0.15	—	0.20
40 units	10ml	0.27	—	0.36
80 units	10ml	0.48	—	0.64
K.H.3 (1490 IAPS) †				R
30	1.06	0.32	1.91	
150	4.74	1.32	8.43	
Lestreflex (1127 Seton)				A
(distributors 938J)				
elastic diachylon bandage				
8PC ventilated or fully				
spread	3in	3.36dz	—	0.42
4in	4.36dz	—	—	0.54

It contains information that will not be repeated				
short tube (100)	7.00	—	—	
non-return valve (100)	8.00	—	—	
drainage outlet (100)	15.00	—	—	
bulk packed boxes				
standard long tube (250)	12.50	—	—	
short tube (250)	12.50	—	—	
non-return valve (250)	15.00	—	—	
drainage outlet (250)	30.00	—	—	
Setoniquet (1127 Seton)				A
(distributors 938J)				
tourniquets				
small	0.26	—	0.39	
medium	0.28	—	0.42	
large	0.30	—	0.45	
Setonplast (1127 Seton)				A
(distributors 938J)				
waterproof strapping				
1in x 5yd	1.32dz	—	0.16	
2in x 5yd	2.16dz	—	0.26	
3in x 5yd	2.88dz	—	0.36	
Scimplete (1352 Wyeth)				D
Strepsils (147 Boots)				A
lozenges	24	1.08dz	—	0.14

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# LANOXIN\* DIGOXIN

TABLETS • SOLUTION • INJECTION • PAEDIATRIC ELIXIR

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\*Trade Mark





<b>Sulphonet (1127 Seton)†</b> (distributors 93BJ) tulle 3½ × 3½in 10 1-68dz — 0-20 36 2-88dz — 0-35 strip 3½in × 5yd 3-60dz — 0-44			
<b>Surbex T (2 Abbott)</b> Filmtabs 100 1-50 — 2-25			
<b>Sweetex (751 ILL)</b> tablets 500 2-07dz — 0-23 A 2000 6-84dz — 0-76			
<b>Synalar (649 ICI)</b> ointment 15g D suppositories 12 D			
<b>Tarband (1127 Seton)</b> (distributors 93BJ) zinc paste and coal tar bandage 2-16dz — 0-26 A			
<b>Tubifoam (1127 Seton)</b> (distributors 93 BJ) dressing (12) 550 0-74 — 1-10 551 0-74 — 1-10 552 0-74 — 1-10 554 0-94 — 1-40 555 0-94 — 1-40 556 1-20 — 1-80 single tubes 574, 575 1-00dz — 0-12 576, 577 1-20dz — 0-15 578 1-44dz — 0-17 A			
<b>Tubigrip (1127 Seton)</b> (distributors 93 BJ) radial pressure bandages 10m rolls G3 1-54 — 2-20 G4 2-28 — 3-25 G4RT 2-63 — 3-75 G4X 2-63 — 3-75 G5 2-96 — 4-25 G6 3-36 — 4-80 G7 3-78 — 5-40 G9 4-48 — 6-40 flesh colour G10 6-30 — 9-00 G4 2-38 — 3-40 G4RT 2-77 — 3-95 G4X 2-77 — 3-95 G5 3-08 — 4-40 tubular supporting bandage 6-25cm × ½m (G4) 0-16 — 0-24 A 7-50cm × ½m (G4X) 0-18 — 0-27 10-00cm × ½m (G5) 0-20 — 0-30 3-75cm × 1m G3 0-25 — 0-37 6-25cm × 1m G4 0-29 — 0-43 7-00cm × 1m G4RT 0-33 — 0-49 7-50cm × 1m G4X 0-33 — 0-49 10-00cm × 1m G5 0-37 — 0-55 11-25cm × 1m G6 0-40 — 0-60 16-50cm × 1m G7 0-47 — 0-70 22-00cm × 1m G9 0-57 — 0-85 33-00cm × 1m G10 0-77 — 1-15 support bandages 7 0-83 — 1-25 8 1-90 — 1-35 9 1-10 — 1-65 10 1-43 — 2-15 11 1-56 — 2-34 12 1-83 — 2-74 13 1-26 — 1-89 14 1-50 — 2-25 1-63 — 2-44 A			
<b>Tubinette (1127 Seton)</b> (distributors 93 BJ) tubular bandage H01 0-17 — 0-25 H12 0-24 — 0-35			
<b>Tubipads (1127 Seton)</b> (distributors 93 BJ) for heels and elbows small P4 0-28 — 0-42 medium P4X 0-31 — 0-46 large P5 0-34 — 0-50 sacral belts small, medium or large P9 1-45 — 2-20			
<b>Tubiton (1127 Seton)</b> (distributors 93 BJ) tubular bandages 1 0-22 — 0-33 2 0-25 — 0-37 NCB 0-26 — 0-39 2X 0-28 — 0-42 3 0-50 — 0-75 3X 0-60 — 0-90 4 0-70 — 1-05 5 0-80 — 1-20 6 0-94 — 1-40 8 1-12 — 1-68 domestic pack 0-14 — 0-20 applicators F/A 0-22 — 0-32 2X 0-44 — 0-65 3 0-50 — 0-75 3X 0-54 — 0-80 4 0-60 — 0-90 5 0-74 — 1-10 6 0-80 — 1-20 bandage clips (50) 1053 0-65 — 1-00			
<b>Uraband (1127 Seton)</b> (distributors 93 BJ) zinc paste, ichthammol and urea bandage 2-16dz — 0-26 A			
<b>Varico (1127 Seton)</b> (distributors 93 BJ) leg bandage 3in × 3yds 0-46 — 0-68 A			
<b>Zincaband (1127 Seton)</b> (distributors 93 BJ) zinc paste bandage 2-16dz — 0-26 A			
<b>AMENDMENTS TO KEY TO SUPPLIERS</b> 299 C & T = Cosmetics and Toiletries, 5 Grosvenor Road, Ettingshall Park, Wolverhampton. 1514 Brocapharm = Brocapharm Ltd., Trend House, Pyrford Road, West Byfleet, Surrey. Byfleet 45536.			
<b>Stop press</b>			
<b>Adaprin (1305 WB)</b> tablets 25 0-14 — 0-21 A 100 0-44 — 0-66 500 1-76 — 2-64			
<b>Aquaviron B12 (894 Nicholas)</b> ampoules 1ml 2 0-45 — 0-67			
<b>Auracet (1305 WB)</b> eardrops 15ml 0-16 0-05 0-29 A 200ml 0-92 — 1-38			
<b>Benoral (1599 Winthrop)</b> caplets 0-5g 100 1-43 0-43 suspension 20% 300ml 1-77 0-53 40% 300ml 3-43 1-03			
<b>Cortitrane (1305 WB)TS</b> cream 5g 0-18 — 0-27 15g 0-40 — 0-60 15ml 0-36 — 0-54 A			
<b>Cortitrane-G (1305 WB)TS</b> ointment 5g 0-18 — 0-27 15g 0-40 — 0-60			
<b>Ekammon (1305 WB)</b> tablets 50 0-20 0-06 0-36 100 0-38 0-115 0-68 500 1-32 — 1-98 1000 2-48 — 3-72 soluble 50 0-22 0-065 0-40 100 0-40 0-12 0-72 300 1-00 — 1-50 750 2-34 — 3-51			
<b>Fucidin (747 Leo) TS</b> gel 10g 0-35 — 0-53 25g 0-75 — 1-12			
<b>Hot Pants (1131 Shulton)</b> come clean body foam 185cc 6-04dz 1-76dz 0-95 cool off Cologne 185cc 5-44dz 2-38dz 0-95 foam in bath bubbles 185cc 4-76dz 1-40dz 0-75 jet spray Cologne 48g 4-88dz 2-14dz 0-85			
<b>Mallory (790 Mallory)</b> photographic batteries PX1 — 0-43 PX19 — 0-55 PX21 — 0-55 PX23 — 0-31 PX24 — 0-44 PX400 — 0-21 PX401 — 0-32 PX450 — 0-32 PX625 — 0-27 PX825 — 0-19 M154 — 0-20 M122 — 0-22			
<b>Mortha (1305 WB) †sIDD</b> ampoules No.1 1-5ml 5 0-50 — 0-75 100 6-30 — 9-45 No.2 1-5ml 5 0-60 — 0-90 tablets 100 2-40 — 3-60 500 10-14 — 15-21			
<b>Nutrizyme (1556 Farillon)</b> tablets 100 3-53 1-06 —			
<b>Penotran (1305 WB) †</b> jelly 25g 0-16 — 0-24 A			
<b>Placadol (1305 WB) †sIDD</b> tablets 20 0-28 — 0-42 100 1-20 — 1-80			
<b>Reactivan (1556 Farillon) †s4B</b> tablets 100 1-20 0-36 —			
<b>Revonal (1556 Farillon) †s4B</b> tablets 250 2-50 —			
<b>T.H.A. (1305 WB)</b> ampoules 2ml 5 0-44 — 0-66 100 5-32 — 7-98			
<b>Tsabra (1387 L of L)</b> cotton wool 75g 0-12 — 0-18 110g 0-15 — 0-23			
<b>Urelim (1305 WB)</b> tablets 0-5g 100 1-60 — 2-40 500 7-20 — 10-80			
<b>Viactan (1305 WB)</b> cream 1% 25g 0-18 0-055 0-32 A 200g 0-66 0-20 1-19 emulsion 1% 100ml 0-36 0-11 0-65 400ml 0-90 0-27 1-62			
<b>Vick (1055 RM)</b> formula 44 cough linctus †DDI 2oz 2-135 0-64 0-29 4oz 3-385 1-015 0-46			

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£0.44; 190gm £0.53; 255gm £0.68

Arrid extra dry unscented 130gm  
£0.44; 190gm £0.53; 255gm £0.68  
Arrid supreme cream medium £0.23;  
large £0.29; roll-on £0.31; roll-on  
refill £0.27; spray £0.25  
Nair supreme lotion tube £0.43;  
sachet £0.13; cream tube £0.27;  
sachet £0.13  
Carters little liver pills regular £0.15;  
family £0.29  
Sovol 12 £0.15; 24 £0.29; 50 £0.38;  
liquid £0.29  
Odol toothpaste medium £0.15;  
large £0.27  
mouthwash medium £0.23; large  
£0.37

**CARDINELLI BEAUTY  
PRODUCTS LTD**  
Aqua Lash £0.70  
Hoodwink eyelashes £0.55  
3 colourtone £0.67

**CERNELLE & RITTER LTD**  
Cermifex tablets 100 £0.43  
Cernitin skin care £0.57  
wound ointment £0.24  
Minima tablets 150 £0.57; 400 £1.22

**LEOPOLD CHARLES & CO  
(PHARMACEUTICALS) LTD**  
Shostakovsky balsam £2.34

**CIBA LTD**  
Slow-Fe 30 £0.43

**COLANCAS LTD**  
Lollykit £0.13  
Papersticks £0.08

**D R COLLINS LTD**  
Aqua Manda after shave lotion £0.43  
golden body rub £0.53  
hand lotion £0.36  
herbal bath oils sachet £0.08; £0.53  
foam bath sachet £0.08; £0.43  
oatmeal soap £0.13  
perfume 28cc £0.38; 104cc £0.67;  
210cc £1.05; spray £0.52  
shampoo £0.07  
talcum £0.32  
Care hand cream £0.21  
Goya  
bath blossoms £0.30  
Cologne stick £0.32  
foam bath sachet £0.07  
fragrance spray 0.50  
hand lotion £0.32  
perfume £0.32; £0.62  
perfume Cologne £0.32  
spray set £0.43; unperfumed £0.48  
talcum £0.29

**Cedar Wood**  
after shave lotion £0.38  
Cologne £0.34  
deodorant stick £0.43; aerosol £0.43  
foam shave £0.44  
hair cream £0.31  
hair spray £0.43  
pre-electric shave lather £0.38  
shave cream brushless £0.24; lather  
£0.24  
shaving bowl £0.54; refill £0.31  
talcum £0.29; £0.43  
Meadowsong bath oils sachet £0.08;  
£0.57  
green milk massage £0.57  
hand lotion £0.38  
perfume 28cc £0.43; 96cc £0.69,  
190cc £1.20; spray £0.59  
soap £0.14  
talc £0.33  
tonic foam bath sachet £0.08; £0.48  
Sombroero cream £0.24

**COOPER, McDUGALL &  
ROBERTSON**  
Coopers  
fluke and worm drench 100 £0.75;  
450 £1.75; 900 £3.25; 4500  
£12.50  
lambling lubricant £0.40  
livestock markers 12 £2.82  
M.D. dusting powder £1.88; £8.50  
NCA worm drench £1.10; £3.75  
worm capsules £0.09; £0.11



Medicaire popular £0.33; large £0.59  
Purr £0.06  
Woof £0.06

# COTY LTD

## Bacchus

after shave £2.00  
Cologne £2.30  
deodorant £1.05  
talcum £0.90

## Coty

cream powder  
compact £0.52; refill £0.38  
deodorant mist £0.52; roll-on £0.48  
face powder £0.67  
foundation cream £0.52  
Innovation  
eye liner gel £0.52  
eyeshadow gel £0.52  
make-up gel £0.62  
Light and Lovely £0.52  
lipstick £0.52  
liquid base £0.48  
moisture veil face formers £0.81

## Originals

bare blusher £1.75; refill £0.81  
compact make-up £1.05; refill £0.62  
corrective moisturiser £1.20  
eyebrow pencil £0.38; automatic £0.76; refill £0.33  
eyeliner liquid £0.52; brush £0.33  
eye shadow powder £0.95; stick £0.52; refill £0.38; sheers £0.95; creme £0.95  
Extravalash £0.86; refill £0.57  
highlight and shadow collection £1.25; frosted £1.25  
Lash 'N' Liner £1.90  
liquid lid £0.86  
mascara cake £0.52; brush-on £0.95; refill £0.52  
lipsticks £0.72  
liquid moisture make-up £0.90  
nail enamel creme £0.48; frosted £0.62  
sheer puffery foam blusher £1.35; bronzer £1.35; foundation £1.35  
streamliner £1.45  
sunshimmer £0.71  
totally transparent powder £1.45  
transparent face make-up £1.05  
ultra legs £1.20  
undercover cream £1.05  
rouge £0.57

Slenderline compact refill £0.38  
sub tint £0.33  
translucent highlighter £0.62

## Emeraude

creamy skin perfume £1.30  
creme de parfum £1.30  
eau de Cologne 1½oz £0.90; 2½oz £1.40  
hand and body lotion £0.70  
parfum de toilette 1½oz £1.30  
perfume  
pour le sac £1.90; ½oz £3.35; ¾oz £5.25; spray £2.45  
natural spray  
atomiser de luxe 2oz £3.55; refill £1.65  
spray mist £1.30  
talc £0.57

## Equatone

balancing freshener 4oz £0.95; 8oz £1.60; toner £0.95  
cleansing oil £1.20  
facial cleansing milk 4oz £0.86; 1½oz £0.80; 1½oz £1.45  
foaming cleanser concentrate £1.20  
moisture eye cream £1.45  
moisture equaliser £1.35  
moisture multiplier £1.45  
night treatment £1.70  
tone-up moisture mask £1.70  
totally soft body lotion £1.95

## Imprevu

Cologne perfume 1½oz £1.05; 3oz £1.60  
dusting powder £2.00  
hand lotion £0.91  
parfum de toilette £1.60; spray £2.90  
perfume pour le sac £2.30; petit

£1.00; ¾oz £3.80; ½oz £6.00;  
spray £2.90; atomiser £3.95;  
refill £1.90; perfume mist £1.70;  
creamy £1.50  
cream sachet £1.45  
pulse perfume £1.50  
soap (1) £0.34  
talcum 80g £0.67; 120g £0.91

## L'Aimant

creamy skin perfume £1.30  
Cologne £1.40; £0.90  
creme de parfum £1.30  
dusting powder de luxe £1.70;  
refill £0.90  
hand lotion £0.70  
parfum de toilette  
spray £2.45; parfum de bain £1.45

perfume petit £0.86; pour le sac £1.90; ¾oz £3.35; ½oz £5.25;  
spray £2.45; atomiser £3.55;  
refill £1.65  
perfume mist £1.45; handbag £0.81  
mist flacon £0.95; spray £1.70  
pulse perfume £1.30  
soap toilet (1) £0.29  
solid fragrance £0.86  
talcum 85g £0.52; 120g £0.70

## Masumi

Cologne 1½oz £1.15; 3oz £1.70;  
spray £2.25; refill £1.45  
atomiser £4.30; refill £2.05  
dusting powder £3.10; refill £1.35  
hand & body lotion £1.00  
perfume pour le sac £2.50; ½oz £4.05; ¾oz £6.45; spray £3.00  
pulse perfume £1.60  
skin perfume creamy £1.60  
soap (1) £0.38  
spray mist £2.10  
talcum 80g £0.72; 120g £1.00

## Muguet

Cologne £1.20  
creamy skin perfume £1.05  
dusting powder £1.65  
flacon mist £1.30  
hand & body lotion £0.62  
parfum de toilette 2oz £1.30; 4oz £2.05  
perfume £2.65; spray £1.95; concentrate £1.75  
refresher £1.80  
talcum £0.52

## W. H. COWIE LTD

Cornucrescine hoof ointment £0.39;  
£1.04; £4.06

## ARTHUR H. COX & CO LTD

Beltona 150ml £0.33½; 300ml £0.48;  
2l £1.54  
Calazea cream £0.14½  
Effer-Lem £0.29  
Entroquin 20 £0.18½; 80 £0.63  
Ethisan 100ml £0.19  
Huxley's dusting powder £0.13½  
Juno-Junipah salts £0.20½; tablets £0.18½  
Mackenzie smelling salts flat £0.15½;  
handbag £0.12½  
Marmola tablets £0.22  
Morning Pride jar £0.19½; tube £0.17  
Noxacorn £0.14½  
Vanisport cream £0.17  
Wintogeno £0.22

## CRESCENT PREPARATION CO LTD

Crescent eyelash grower £0.24

## CROOKES ANESTAN LTD

Anzora £0.19; viola £0.19  
Elle 60g £0.28; 115g £0.40; sachets £0.10;  
skin health cream £0.19;  
talc mitt £0.29

## Femfresh

antiperspirant aerosol £0.40  
roll-on £0.30  
bath foam £0.39  
deodorant sachet 4 £0.10; 12 £0.22;  
20 £0.30  
dry-spray aerosol 50g £0.30; 120g £0.45; gold 60g £0.33  
gel soap £0.20

talcum £0.20; gold talc £0.25  
Lacto-calamine baby cream £0.35  
cream 50g £0.25  
hand cream 50g £0.10; 110g £0.20;  
hand lotion £0.25  
lotion 50cc £0.18; 105cc £0.25  
Softan £0.30  
Lui sachet £0.15; 54g £0.33; 95g £0.49

## CUSTOM SYNTHETICS LTD

Acderm lotion £0.50  
Canadian healing oil £0.24  
Custom classic case No 111 £9.64;  
slim £8.75; deep £10.35  
Dantrol lotion £0.50  
Roberts syrup £0.75  
Vi-tabs £0.29

## CUXSON, GERRARD & CO LTD

baby powder 114g £0.13½; 270g £0.24; cream £0.19½  
Carnation corn caps £0.11; callous caps £0.13; corn paint £0.14½  
Dentosine 100ml £0.24  
dusting powder £0.15  
Eupinal 100ml £0.27; 200ml £0.48  
Gynopax tablets £0.17  
Handybags £0.31  
Sanipants £0.42½; ex. large £0.51½  
Sanibriefs £0.41; ex. large £0.51  
sponge bags £0.11  
Sylvia Y-clip belt £0.14  
Thermoid cream £0.18½

## DANA SALES LTD

Canoe  
spray bath powder £0.78½  
Cologne 48cc £1.58; 100cc £2.68;  
200cc £4.45; 400cc £7.40  
antiperspirant 85g £0.40  
perfume 3.5cc £1.35; 7cc £2.36;  
12cc £3.05; 19cc £5.75; 35cc £8.85; 80cc £14.30  
soap (3) £0.98  
talcum powder 120g £0.97  
Tabu  
bath powder spray 196g £0.78½  
Cologne 48cc £1.58; 100cc £2.68;  
200cc £4.45; 400cc £7.40; 900cc £12.20  
dusting powder 128g £3.35  
perfume 3.5cc £1.34; 7cc £2.36;  
12cc £3.05; 19cc £5.75; 35cc £8.85; 80cc £14.30; 180cc £23.90  
mist fragrance 80cc £11.50  
refill 80cc £5.10  
soap toilet (3) £0.98  
talcum powder 120g £0.97

## P. A. DANNING LTD

Dentec tablets £0.19  
Si-ko toothpaste £0.21

## DENDRON DISTRIBUTORS LTD

2nd Debut CEF600 £0.57; £0.95  
CEF 1200 £0.70; £1.15; £1.90  
Blisteze £0.19  
Cosmedin £0.35  
DDD ordinary £0.20; £0.29; £0.41;  
£0.90  
extra strong £0.29; £0.41; £0.90  
balm tubes £0.20; £0.29  
jar £0.26; £1.05  
soap £0.10

Dentinex liquid and gel £0.22

Koisil £0.22

Medijel gel £0.18

pastilles £0.15

Nu-nale cream; liquid £0.20

super £0.48

cuticle softener £0.15

Perform normal £0.40; £0.65

hard to wave £0.40; £0.65

Yaxa original £0.30; refill £0.24

roll-on £0.34; refill £0.29

aerosol perfumed £0.50; unperfumed £0.62

## DOCTOR D'S PRODUCTS LTD

Doctor D's body lotion 2oz £0.34;  
4oz £0.60  
cleansing cream 2oz £0.34; 4oz £0.60  
Cue cuticle cream £0.26  
day cream hormone & vitamin 1oz £0.70; 2oz £1.18

Footease £0.31  
hand cream Interval 28ml £0.34;  
56ml £0.60; 113ml £1.08  
hand lotion 2oz £0.34; 4oz £0.60  
night cream hormone & vitamin 1oz £0.70; 2oz £1.18  
skin tonic Rosedew £0.50  
spring moisture £0.70

## DOME LABORATORIES

Carbo-Cort 30g £0.40  
Carbo-Dome 30g £0.18  
Cor-Tar-Quin 15g £0.40  
Dome-acne cleanser £0.65; cream £0.23; lotion £0.31

## DRESTON LABORATORIES

Woman's World  
cleansing cream £0.29  
colour shampoo £0.29  
facial moisture cream £0.27  
gift Cologne £0.30  
hair conditioner £0.37  
hair shampoo £0.23  
hand lotion £0.27  
moisture base £0.37  
nail conditioner £0.30  
perfume velvet £0.45  
purer perfume £0.52  
rich skin food £0.37  
splash Cologne £0.62

## S. G. DUNCAN (PHARMACEUTICALS) LTD

Isonin tablets 50 £0.48  
Quatrasol lotion £0.72

## ELIDA GIBBS LTD

Astral soap £0.08; £0.10½  
Clinic shampoo £0.03; £0.16; £0.27  
Cream Silk £0.05; £0.18½  
Easy stick refill £0.08½  
Erasmic shave cream £0.19½; shave stick £0.17½; refill 0.10½; Super-foam £0.28  
Gibbs dentifrice £0.08; fluoride toothpaste £0.14; £0.20½; £0.28  
Harmony £0.21; hairspray £0.25; £0.33  
Lypstyl £0.07½  
Melody £0.39  
Pears soap £0.07½; £0.11½  
Pepsodent toothpaste £0.10; £0.15; £0.21  
Pin-Up £0.38; £0.59  
Sea Witch £0.34  
Shield £0.34; £0.44  
Shine £0.40  
Signal toothpaste £0.14; £0.20½;  
£0.28; £0.35  
SR toothpaste £0.14; £0.20½; £0.28;  
£0.35  
Sunsilk hair spray £0.28½; £0.39;  
£0.59; shampoo £0.04½; £0.17;  
£0.25½  
Sure aerosol mist £0.29; anti-perspirant aerosol £0.34; £0.44; roll-on £0.28; spray £0.23  
Wood Nymph £0.52

## ENZYPHARM BIOCHEMICALS LTD

Coliacron ampoules 6 £1.81; 25 £6.88½  
Interacton ampoules 6 £1.73; 25 £6.67½  
Oculucidon ampoules 6 £1.85½;  
25 £7.14  
Rheumajecta ampoules 6 £1.75½;  
25 £6.71  
Vasolastine ampoules 6 £1.85½; 25 £7.14; 100 £26.41

## EUCRYL LTD

Buttercup syrup £0.14½; £0.21½;  
£0.31½  
baby cough syrup £0.11½  
Coolwax £0.29  
Daisy tablets 24 £0.15½; 48 £0.27  
Dentiline £0.17; refill £0.14½  
Diurmit £0.33½; £0.74½  
EP tablets 16 £0.13½; 100 £0.38½  
Eucryl denture powder £0.10; £0.13  
smokers denture cleaner £0.17  
denture powder £0.15½  
tooth powder £0.10; £0.15½



Galloways baby cough linctus £0.11½  
cough syrup £0.15; £0.22; £0.32½  
lung syrup £0.11½; £0.18½  
Goddards embrocation £0.11½; £0.20;  
£0.31  
Helene Curtis Go Gay refill £0.13½  
Spray Net £0.27; £0.43; refill  
£0.08½  
Mrs Johnsons teething syrup £0.12  
QA aspirins 25 £0.08; 100 £0.16½  
Ralgex £0.25½; spray £0.34½  
Gerocalcin 20 £0.20; 60 £0.52; 250  
£1.47½  
Wax-a-Way £0.49½; refill £0.29

EVANOL LTD  
Evanol simplex dyes 25cc £0.29  
semi permanent colourants 25cc  
£0.22; 50cc £0.34

EVANS MEDICAL LTD  
E.D.P. £0.21½; £0.50½  
Evans throat pastilles £0.18  
Medisoap No 46 £0.14½; No 100  
£0.31½  
Murgoids 25 £0.12½; 100 £0.31½  
tuban 25g £0.15½

EXRID LTD  
Exmarid lotion 200ml £0.27; 40oz  
£1.08;  
shampoo £0.13½; 40oz £1.44  
ointment £0.24

BA PHARMACEUTICALS LTD  
ayolin £0.24½

ENNINGS PHARMACEUTICALS  
ennings adult cooling powders 12  
£0.12; 36 £0.29; children's 20  
£0.19½  
baby powder £0.09  
little healers 12 £0.06; 36 £0.14½;  
90 £0.29; tablets 40 £0.12  
gripe mixture £0.15  
junior aspirin £0.11  
mixture £0.19½  
rheumatic tablets 45 £0.19½  
ongreve's elixir £0.26½; £0.50½;  
£0.83

EVERSHAM PRODUCTS LTD  
43 shampoo 95cc £0.25  
age Barker  
dandruff lotion 168cc £0.34  
hair tonic 95cc £0.34

F. FULDER & CO LTD  
aidabelle royal jelly oral ampoules 26  
£5.40

ULFORD WILLIAMS (INTER-  
NATIONAL) LTD  
abiet £0.13  
arret Swiss hand treatment £0.34  
ilax £0.16  
utipen £0.29; refill £0.20  
oans backache pills  
Small £0.16; medium £0.32; large  
£0.48  
ointment £0.16  
utrinail £0.29; refill £0.20  
odan £0.35

ALEN LTD  
olyalk tablets £1.94½  
lsacare tablets 100 £0.52½; 500  
£2.36

ARSALLE LTD  
elph bath oil 2oz £0.39; 4oz £0.68½;  
cleansing milk £0.39.  
emon Delph £0.39  
il of Ulay 4oz £0.83; 6oz £1.14  
lay night cream £0.83

ERHARDT  
HARMACEUTICALS LTD  
anbar £0.72  
resh 'N Dainty  
Fleur de lys £0.29; £0.38  
lotion £0.33  
regular spray £0.36  
talcum £0.22  
tissues £0.14; £0.39  
liss Dainty £0.27½; £0.45  
pray Mate £0.43

GLOBAL PHARMACEUTICS LTD  
Norlyn Finnish tights  
Disco £0.30  
Jumbo £0.40  
Niknax £0.45; Miss Niknax £0.40

GNOME PHOTOGRAPHIC  
PRODUCTS LTD  
projectors Alphax Major 721 £49.90;  
722 £56.84; Classic Insta 762 £17.33;  
Classic mini £17.33; Supreme '300'  
£28.00; auto £38.35; de luxe  
£42.81; I.Q. £34.63; auto £43.78;  
de luxe £47.03; '300' auto with  
R/F £42.77; de luxe £45.48; I.Q.  
with R/F £46.96; de luxe £50.37

DOROTHY GRAY LTD  
2 Minute Magic £0.78  
Abunda cream £0.84  
Cellogen cream £1.36; £2.01  
hand cream £0.71; £1.11  
Dorothy Gray  
all weather balancer £0.78  
beauty case £8.07; £13.56  
colour swirls £1.46  
cream rouge £0.63  
dry skin cleanser 55cc £0.78; 115cc  
£1.32

extra rich night cream 30cc £0.81;  
55cc £1.36; 115cc £2.12  
eye beauty cream £0.66  
eyebrow pencil £0.28  
eye make-up remover £0.40  
face glossers £0.88  
hand cream tube £0.56; 55cc £0.66;  
115cc £1.02; 200cc £1.58  
lipsticks £0.60  
moisture tint £0.78  
new masque frappe £0.66  
orange-flower skin lotion 116cc  
£0.78; 290cc £1.56  
Perfemma £0.78; handbag spray  
£0.30; dry spray £0.71  
portrait make-up £0.78  
quick cleanser 116cc £0.78  
roll-on deodorant and antiperspirant  
55cc £0.60; spray £0.78  
salon cold cream 55cc £0.78; 115cc  
£1.32; 200cc £1.80  
sensitive skin cream 30cc £0.81;  
55cc £1.36; 115cc £2.12  
skin colour corrector £0.78  
skin diets £0.95  
soap £0.34  
special dry-skin mixture 30cc £0.81;  
55cc £1.36; 115cc £2.12  
stay-matt £0.78  
sun cream £0.67; lotion £0.67; oil  
£0.67  
texture lotion 116cc £0.78; 290cc  
£1.56  
whitening cream £0.71  
Young and Lovely £0.67  
beauty lotion £0.67  
blusher £0.67  
cleansing grains £0.67  
clearing cream £0.67  
compact powder £0.45  
face pads £0.67  
foundation cream £0.45  
heal and conceal stick £0.56  
lipstick £0.40  
refining lotion £0.67  
skin cleanser £0.67

Elation  
bath essence 25cc £0.67; 54cc £1.13  
dusting powder drum £1.13; flask  
£0.63  
hand and body lotion £0.67  
moisturising bath oil £1.46  
perfume purse £1.06; spray mist  
£1.13; roulette £0.53  
skin perfume intro. £0.45; 25cc  
£0.67; 54cc £1.13; 108cc £1.84  
make up  
brush-on-blusher £1.85; refill  
£0.84  
brush-on eyeliner £0.71  
brush-on eyeshadow set £1.02;  
refill £0.63  
cream powder £0.78  
eyeliner brushes £0.63  
eyeliner liquid £0.71  
propelling pencil £0.93; refill  
£0.34  
eye make-up remover pads £0.63

eyeshades £1.20  
eye shadow cream £0.71; stick  
£0.71  
face powder £0.78  
lipsticks £0.60  
liquid make-up £0.78  
mascara block £0.67; brush on  
£1.05; refill £0.65  
nail enamel pearl £0.60  
skin glossers £1.50

Folie  
bath oil £1.17  
creamy skin perfume £1.14  
dusting powder 150g £1.09; flask  
£0.62  
hand & body lotion £1.17  
perfume atomiser £4.01; refill £2.00;  
roulette £0.53  
skin perfume 25cc £0.48; 54cc  
£1.17; 108cc £1.83  
spray mist aerosol £1.17

Midnight  
bath essence intro £0.45; 25cc  
£0.67; 54cc £1.13  
dusting powder plastic £0.63; drum  
£1.13  
hand and body lotion £0.67  
perfume purse £1.06; 12cc £2.84  
roulette perfume £0.53  
skin perfume 25cc intro £0.45;  
25cc £0.67; 54cc £1.13; 108cc  
£1.84; 175cc £2.40  
spray mist aerosol £1.13

Satura  
cleansing cream £0.70  
cleansing lotion £1.20  
freshener £1.20  
moisture cream £0.54; 55cc £1.50;  
lotion 58cc £1.36; 116cc £2.12  
Algene  
body balm £1.57  
face cream 14cc £0.78; 30cc £1.32;  
55cc £2.29  
facial balm £1.32

Secret of the Sea  
cream 14cc £1.02; 29cc £2.26; 58cc  
£3.64  
emulsion £2.61  
Fashion Touch £1.32  
mask £1.32

BERTRAM GRIFFITHS LTD  
Tudor Williams balsam £0.20½ £0.29

GORDON MILLER LTD  
Bloc-men emulsion £0.61; stick £0.51  
Executive shavers E1000 £11.13;  
Director £10.65; Elite £7.55;  
Gemini £4.21; Oxford £3.53;  
Rascal £3.82; SmartSet £9.11

GREEBEX LTD  
Nighthawk night driving glasses No  
101 £0.54; No 101S £0.75; No  
101M £0.60; No 102 £0.54; clip-on  
£0.54

DAVID GRIFFIN LTD  
Dee Gee bottle heater £2.30  
electric blanket single £13.76  
double £25.50

GROSVENOR PERFUMERY CO  
LTD  
Grosvenor

children's bath time  
fantasy bus 69 £0.17½  
London scene soap 67 £0.23½  
Humpty Dumpty bubble bath 70  
£0.41  
traffic delights 60 £0.18½  
santa soap 61 £0.23½  
Fantasy tankard 8 £0.22½  
two by two 62 £0.29  
little treasure talc 71 £0.23½  
bubble bath 72 £0.27  
Wally Whale bubble bath 73  
£0.32½  
Sandy Squirrel bubble bath 26  
£0.39½  
bubble baths  
economy foam 54 £0.24½  
foam decanter 50 £0.48½  
Aquafoam 95 £0.47  
decanter 96 £0.66½  
dimple 16 £0.14½  
dimple hand painted 16a £0.18

floral foam 17 £0.18  
creme foam 48 £0.38  
perfumed bath foam 51 £0.47  
creme foam decanter 53 £0.61  
creme foam beauty bath 55 £0.32½  
three of a kind 52 £0.54  
gift packs  
dimple fantasy hand painted 5a  
£0.19½  
Fantasy pack 7 £0.14½  
rose soap trio 80 £0.19  
bath delights 24 £0.19½  
bath time box 9 £0.26½  
pouchette 11 £0.27½  
foam bath/soap 43 £0.40  
hand painted jar 13 £0.47  
fantasy/soap 83 £0.26  
guest soap bowl 84 £0.56  
cream foam glass decanter 56  
£0.72  
Fantasy 1lb bag 1 £0.17½; 1½lb  
2 £0.21½  
Sportsmans soap 68 £0.25  
Big Ben Fantasy 90 £0.31  
Chinese lantern bath delights 92  
£0.38  
Fantasy white opal glass jar 93  
£0.84

GUERLAIN LTD

Chamade  
bath oil £1.65  
body creme £2.45  
deodorant spray £1.88  
dusting powder £3.35  
eau de Cologne 1½oz 1.83; 3½oz  
£3.04; spray 1½oz £1.90  
eau de toilette 3½oz £3.37; spray  
£5.30; refill £3.15  
perfume ½oz £4.40; 1½oz £6.50;  
1oz £10.50; 2oz £17.75; 4½oz  
£28.00; spray £4.90; refill £3.25  
talcum powder bottle £1.10  
Chant d'Aromes  
bath oil £1.65  
body creme £2.45  
deodorant spray £1.88  
dusting powder with puff £3.35  
eau de Cologne 45cc £1.83; 95cc  
£3.04; 190cc £4.43; spray £1.90  
perfume 7cc £4.40; 15cc £6.50;  
25cc £10.50; 50cc £17.75; 110cc  
£25.50; spray £4.90; refill £3.25;  
soap toilet (3) £1.50; bath (3) £2.70;  
talcum powder £0.80; bottle £1.10  
toilet water 95cc £3.37; 245cc £6.02;  
spray £5.30; refill £3.15

Guerlain  
ambrosia emulsion £4.00  
aromatic lotion 95cc £1.50; 245cc  
£2.45  
circulation cream £1.80  
cleansing cream No. 1 55g £1.15;  
195g £2.75; No. 2 55g £1.15;  
195g £2.75  
lotion £1.20  
oil £1.50  
cream for sensitive skin £3.25  
creme acide £1.60  
creme magistrale £5.85  
creme mousseline £1.25  
creme plein vent £1.75  
creme secret de bonne femme £1.30  
eye pencil propelling £1.55; refill  
£0.60  
eye cream £1.05  
eye liner £1.05  
eye make-up remover £1.20  
eye shadow powder £1.90  
eye shadow stick £1.10; refill £0.75  
face powder £1.95; refill £1.45;  
compressed £1.75 refill £1.05  
face powder Candide £1.55; refill  
£1.30  
fluid cleanser £1.25  
hand creme £0.85  
hydra sticks £0.75  
hydroserum £8.20  
lipstick refill £0.75  
lipstick for sensitive lips £0.75  
mascara cake £1.25  
masques  
beaute d'un soir £3.00  
Irradie £2.10  
matfilm £1.75  
nail and cuticle cream £0.95  
natural foundation £1.75



neck cream £4.00  
rouge compact £3.25; refill £1.10  
cream £0.80  
shampoo £1.40  
skin food No. 1 £1.25  
soap, fleurs des alpes,  
(3) 2½oz £0.90; (3) 5oz £1.55  
jeuneage (4) £0.55  
soothing lotion 100cc £1.40; 240cc  
£2.25  
soothing paste £1.55  
sport cream £1.25  
super nourishing cream 23g £3.45;  
55g £5.60  
teint dore £0.99  
tonic lotion 100cc £1.10; 240cc  
£1.95  
transfluid £1.65  
for men Habit Rouge after shave  
bottle £1.55; travel flask £2.10  
deodorant spray £1.95  
eau de Cologne bottle £3.15;  
dry spray 2.65; travel flacon  
£2.05; hair spray £1.55  
shave cream lather £0.75; brush-  
less £0.75  
soap toilet (3) £1.50; bath (3) £2.70

Jicky  
bath oil £1.65  
eau de Cologne £1.83  
perfume 7cc £3.15; 15cc £4.40;  
soap toilet (3) £1.50; bath (3) £2.70  
talcum powder £1.10  
toilet water £3.37

L'Heure Bleue  
bath oil £1.65  
eau de Cologne £1.83  
perfume 7cc £3.90; 15cc £5.80;  
25cc £8.75  
soap toilet (3) £1.50; bath (3) £2.70  
talcum powder £1.10  
toilet water £3.37

Mitsouko  
bath oil £1.65  
body creme £2.45  
deodorant spray £1.88  
eau de Cologne 45cc £1.83; 95cc  
£3.04; 190cc £4.43; spray £1.90  
perfume 7cc £3.90; 15cc £5.80;  
25cc £8.75; 50cc £12.00; 115cc  
£20.00; spray £4.90; refill £3.25  
soap toilet (3) £1.50; bath (3) £2.70  
talcum powder tin £0.80; bottle  
£1.10  
dusting £3.35  
toilet water 95cc £3.37; 245cc £6.02;  
spray £5.30; refill £3.15  
Ode au de Cologne £1.83; perfume  
£4.75; £8.75

Shalimar  
bath oil £1.65  
body creme £2.45  
deodorant spray £1.88  
dusting powder £3.35  
eau de Cologne 45cc £1.83; 95cc  
£3.04; 190cc £4.43; spray £1.90  
perfume 7cc £4.40; 15cc £6.50;  
25cc £10.50; 50cc £17.75; 115cc  
£28.00; spray £4.90; refill £3.25  
talcum powder tin £0.80; bottle  
£1.10  
toilet water 95cc £3.37; 245cc £6.02;  
spray £5.30; refill £3.15

Vol de Nuit  
bath oil £1.65  
eau de Cologne £1.83  
perfume 7cc £4.00; 15cc £6.00;  
25cc £0.15;  
talcum powder bottle £1.10  
toilet water £3.37

#### HAIR-DO CO (LIVERPOOL) LTD

Hair-Do  
lanolised spray £0.19½; refills 55cc  
£0.12; 105cc £0.22  
crystal clear refills 55cc £0.09½;  
105cc £0.17½  
continental spray 140g £0.22; refills  
55cc £0.13; 105cc £0.24; crystal  
clear refills 55cc £0.11; 105cc  
£0.19½  
bubble bath £0.17  
cleansing milk £0.21½  
hand cream £0.21½  
shampoo egg & lemon, herbal,  
medicated £0.17  
protein £0.19

lacquer remover sachet £0.04;  
bottle £0.07½  
Jet Set lotion sachet £0.04; bottle  
£0.08.

#### HANIMEX (UK) LTD

Hanimex slide projectors  
Hanimette 100 £9.98  
Hanerama 300 £15.75  
Rondette 400S £24.99; 1200S  
£35.95; 1200A £47.50; 1200RF  
£55.50  
La Ronde (with 120 mag) 2000RF  
£66.95; 2000 EF £79.95; 2000  
TEF £84.95  
Syllabus 2000 £59.98  
Rondex 2000 TEF (120 mag)  
£104.00  
Hanimex Instant Load 126 camera  
outfit £6.50  
Fuji Film (colour)  
N100 (neg) 126-12 exp. £0.54;  
126-20 exp £0.67; 135-20 exp  
£0.61; 135-36 exp £0.84  
120 roll film £0.45  
R100 (reversal) 135-20 exp £1.26;  
126-20 exp £1.26; 135-36 exp  
£1.79

#### HARVEY SCRUTON LTD

Blue Shield orchid talc £0.17  
Nurse Harvey's baby powder 4oz  
£0.12; 8oz £0.19 gripe mixture  
£0.17½

#### H. E. B. PHARMACEUTICALS LTD

HEB normal and waterproof 375g  
£0.86½; 750g £1.20; 1½kg £2.20  
HEB lac 200ml £0.41; 500ml £0.81;  
1l £1.65; 2l £2.75  
HEB burn cream 100g £0.25; 375g  
£0.61; 750g £0.79  
HEB dipiodin, calamine and pari-  
sepsin cream 130g £0.37½; 375g  
£0.93; 750g £1.87  
Parisepsin emulsion 200ml £0.45;  
500ml £0.76

#### HENLEYS OF HORNSEY LTD

Sandra  
cot sheets  
lightweight £0.19  
heavy duty £0.31  
geriatric feeder bibs  
lightweight £0.21  
heavy duty £0.26  
incontinence pants pull-on pattern  
hips 32in £0.19  
34-36-38- £0.24  
40-42-44-46 in £0.29  
48-50-52-54in £0.35  
56-58-60in £0.39  
drop-front pattern hips  
26-32in £0.35  
30-35in £0.39  
36-43in £0.48  
44-50in £0.52  
50-56in £0.61  
56-60in £0.71  
super 32-34 £0.97  
36-38 £1.13  
40-42 £1.16  
44-46 £1.26  
48-50 £1.39  
52-54 £1.45  
56-58 £1.68  
60-62 £1.71  
mattress sheets  
lightweight £0.50  
heavy duty £0.82  
nursing aprons  
lightweight 40-42-44-46in £0.29  
heavy duty £0.40  
lightweight 48-50-52-54in £0.34  
heavy duty £0.45  
pillow cases  
lightweight 30x20in £0.22  
heavy duty £0.39  
lightweight 20x14in £0.14  
sheeting P.V.C.  
lightweight 36in x 1yd £0.13  
heavy duty £0.27  
lightweight 48in x 1yd £0.18  
heavy duty £0.37  
draw sheets lightweight £0.32  
heavy duty £0.48

HILL'S PHARMACEUTICAL LTD  
Hill's bronchial balsam adult £0.23;  
£0.32½; junior £0.19; pastilles  
£0.15  
Hill's sore throat lozenges £0.15

#### HOUBIGANT LTD

Bain Nouveau  
bath oil spray £1.35  
body lotion £2.35  
creme de Bain Nouveau £2.35  
spray mist £1.35; £2.30  
talcum £0.65  
Chantilly  
creme de Chantilly £2.35  
dusting powder £2.15  
eau de toilette 28cc £1.25; 56cc  
£1.95; 110cc £2.60; pure spray  
£2.35  
perfume 3.5cc £1.75; 7.5cc £2.50;  
15cc £4.65; 30cc £7.80; spray  
£2.60; refill £1.78  
spray mist £1.35  
soap 3 £1.15  
talcum £0.75  
Louis XVI collection cream perfume  
£1.15  
dusting powder £3.20  
parfum de toilette 42cc £1.55;  
105cc £3.20; 210cc £6.10; spray  
mist £2.90; refill £2.15  
Quelques Fleurs  
creme de Quelques Fleurs £2.35  
dusting powder £2.15  
eau de toilette 28cc £1.25; 56cc  
£1.96; 110cc £2.60; pure spray  
£2.35  
perfume 3.5cc £1.75; 7.5cc £2.50;  
15cc £4.65; handbag spray  
£2.60; refill £1.78  
soap 3 £1.15  
spray mist £1.35  
talcum powder £0.75  
Louis XVI collection cream perfume  
£1.15  
dusting powder with puff £3.20  
parfum de toilette 42cc £1.55;  
105cc £3.20; 210cc £6.10; spray  
mist £2.90; refill £2.15

#### HOUGH HOSEASON & CO LTD

Valomel £0.20  
Zac baby cream 25g £0.13; 56g  
£0.20½; 112g £0.29  
baby powder £0.13

#### ILFORD LTD

films  
HP4 126 £0.28½  
127 £0.29½  
120 £0.29½  
135-20 £0.41½  
135-36 £0.54½  
935 £0.32  
5 metres £0.83  
17 metres £2.52  
P4 127 £0.29½  
120 £0.29½  
135-20 £0.41½  
135-36 £0.54½  
935 £0.32  
5 metres £0.83  
17 metres £2.52  
Pan F 135-20 £0.41½  
135-36 £0.54½  
935 £0.32  
5 metres £0.83  
17 metres £2.52

#### IMPERIAL CHEMICAL PHARMACEUTICALS DIVISION

Flypel £0.17½  
ICI barrier cream 5lb £2.64½  
Lorexane head lotion 50ml £0.14½;  
shampoo £0.13  
Mimettes £0.13½  
Mimospray liquid £0.37  
unperfumed £0.24  
super pack £0.37; travel £0.24  
talc £0.18  
Savlon antiseptic liquid 112ml, £0.08;  
225ml £0.14½; 450ml £0.24½; 5l  
£1.68½  
antiseptic lozenge £0.14½  
barrier cream £0.14½  
baby care lotion £0.28½  
shampoo £0.19½  
talc £0.14½

#### INSULEX LTD

food jar 32oz £2.41; ice bowl 2pt  
£2.08; 3pt £2.56; jug 32oz £2.56;  
snack jar 20oz £0.97; tumblers (6)  
£2.08

#### INTERNATIONAL LABORA- TORIES LTD

Aero dry shampoo £0.16½  
Balm Dalet £0.22  
Carmil £0.18½  
Crampex tablets £0.17  
Damaskin leg make-up £0.19½  
Denclen £0.16½  
Do-Do tablets 8 £0.10; 24 £0.24; 100  
£0.82½  
Do-Do linctus £0.30  
Linco-Beer shampoo sachet £0.05;  
2oz £0.15; 8oz £0.51  
Migraleve duo pack 12 £0.39; 24  
£0.69½; supplementary pack 8  
£0.20½  
Mu-Cron tablets 12 £0.18½; 30 £0.33;  
liquid £0.21  
Relaxa-Tabs 18 £0.18½; 36 £0.29½

#### JABLEY LTD

Debret after shave £0.52  
deodorant Cologne £0.52  
Jabley bath essence £0.45  
cleansing creme £0.37  
Cologne blue £0.62  
Cologne iced £0.52  
Creme-Bloc standard £0.14; junior  
0.18  
creme de nuit £0.37  
creme lotion £0.29  
crystal moisturizer £0.37  
face powder £0.35  
foundation creme £0.37  
honeydew lipstick £0.35  
lanolised creme £0.37  
luxury bath oil £0.45  
perfume—flower drum £0.68  
skin fresh standard £0.29; gift pack  
£0.90  
toilette bouquet and fragrance  
£0.52

#### JACKEL & CO LTD

Living Hair conditioner £0.43; sham-  
poo £0.32½; £0.54  
Macey face cloths  
218, 247 £0.14½  
216, 234 £0.18½  
230, 233, 241, 246, 250 £0.23½  
139, 140, 226, 238F, 242, 249 £0.28½  
244 £0.33½  
132, 245, 248 £0.38½  
143 £0.48½  
Proteiset £0.38  
Royal Sweden  
hair brushes ladies  
15111 £0.39  
15505 £0.67  
1890, 1986, 1987, 15244, 15431  
£1.00  
15461, 1983 £1.21  
15471, 15472, 15473 £2.35  
507 £3.65  
hair brushes men's  
2059 £1.00  
2045 £1.45  
Heet Sue sachet £0.15; talc pad  
£0.26½; talc mit £0.31½  
Thicken Hair £0.17½  
Tommee Tippee  
baby care sets TGS1 £1.44  
TGS2 £0.74  
baby changing pad £1.47  
baby cup with 2 training lids £0.43½  
baby cup with angled handles  
£0.48½  
baby sponge £0.10  
blanket clips £0.32½  
cup & single hot plate set £0.90  
face cloth £0.24  
fork & spoon set £0.18½  
hot plate single £0.48½; double  
£0.69½  
mug & dish set £0.48½  
mug with training lid £0.24½  
nappy bag with zip £1.85  
saddle potty £0.83; junior £0.42  
teeth-a-rattle £0.42½  
teether circus £0.42½  
three piece feeding set £1.23



**Y GLAMOUR PRODUCTS, LTD**  
 si-tweezi tweezer £0.30  
 eyelash curler £0.44

**HNSON & JOHNSON LTD**  
 hnsns  
 baby  
 cream jar 45g £0.24½; 100g £0.43;  
 tube £0.17  
 gel £0.26  
 lotion 120cc £0.24½; 205g £0.35;  
 285g £0.44  
 oil 135cc £0.24½; 210cc £0.35  
 powder 99g £0.15; 227g £0.27;  
 economy £0.34  
 shampoo sachet £0.06; bottle  
 £0.23  
 soap £0.07½; bath £0.11  
 Gamophen soap £0.07½  
 J Cloths 6 £0.14½; 12 £0.25½

**ATHLEEN COURT (ENGLAND)**  
 D  
 lam after shave £0.30; £0.50  
 pre-shave lotion £0.50  
 shave cream brushless £0.19; £0.28;  
 lather £0.19; £0.28  
 sque suntan oil £0.37; £0.48  
 aerosol £0.71  
 lora-Yeast tablets £0.19; £0.54  
 ousse £0.71  
 olene £0.18  
 olmist deodorant £0.20  
 oltan fast action aerosol £0.60  
 un bronzing lotion £0.45; oil £0.26  
 untan cream £0.22; £0.33; £0.45  
 ppatan cream £0.33; foam aerosol  
 £0.60; oil £0.33  
 ibadren cream £0.32; £0.72  
 nolive shave cream £0.19  
 kin lotion £0.15; £0.30  
 t & Ski £0.43  
 iftan £0.28

**LDON, LTD**  
 dren's pastilles £0.14½  
 baths £0.07  
 Dew £0.30  
 masks £0.07½; £0.33  
 mel £0.22½; £0.34; £0.58  
 nhaler £0.16  
 astilles £0.15½; (children's) £0.14½  
 xzema £0.20; £0.30½  
 nstant shave £0.38½  
 tone £0.24; £0.31  
 trex £0.22½; with bath £0.24;  
 £0.33; £0.58  
 ant's witch hazel £0.19½  
 era-Blem £0.32½

**ODAK LTD**  
 tamatic "25" £2.80; "33" £4.23;  
 colour outfits "33" £4.77; "133"-X  
 8.68; "233"-X £12.96; "333"-X  
 £25.02  
 eld case 940 £0.58; H33 £0.87  
 ashcube holder £0.93  
 movie cameras M22 £23.36; M24  
 £34.80; M26 £45.49; M30 £70.09  
 ases £7.16  
 reflex f/2.8 £132.48; reflex f/1.9  
 £198.85  
 fectors  
 arousel S (without lens) £87.49  
 ns for above 85mm £8.45; 100mm  
 £8.45; zoom 70-120mm £20.38  
 ck and white roll films  
 erichrome Pan 127 £0.26; 120  
 £0.26; 620 £0.26; 126-20 £0.41½;  
 126-12 £0.29½ 828 £0.25  
 anatomic-X 120 £0.29  
 ri-X Pan 120 £0.29  
 lack and white miniature film  
 lus-X Pan 135-20 £0.40; 135-36  
 £0.51½; 935 £0.30½ 5 metres  
 £0.89; 17 metres £2.78  
 ri-X Pan 135-20 £0.40; 135-36  
 £0.51½; 935 £0.30½ 17 metres  
 £2.78  
 anatomic-X 135-36 £0.51½ 935  
 £0.30; 17 metres £2.78  
 our roll films  
 odacolour-X 127 £0.45½ 120  
 £0.45½; 620 £0.45½; 828 £0.41½;  
 126-12 £0.54; 126-20 £0.67  
 ktachrome high speed 120 £0.74

Ektachrome-X 127 £0.53; 120  
 £0.53; 620 £0.53; 126-20 £0.84  
 Kodachrome II 828-12P £0.87  
 colour miniature film  
 Kodacolor-X 135 cassette (12 exp)  
 £0.50; (20 exp) £0.61½; (36 exp)  
 £0.84  
 Ektachrome high speed (20 exp)  
 £1.04  
 Ektachrome-X 135 cassette (20 exp)  
 £0.84; (36 exp) £1.19  
 Kodachrome II 135-20 £1.31; 135-36  
 £1.89½  
 Kodachrome-X 135-20 £1.31; 135-  
 36 £1.89½; 126-20 £1.31  
 movie films (double 8mm reversal)  
 Kodachrome II 25ft spool £1.58;  
 25ft magazine £1.98; for Bolex H8  
 camera 100ft £0.35  
 Kodachrome II Super 8 cartridge  
 £1.91½  
 movie films 16 mm (reversal)  
 Kodachrome 50ft spool £0.67;  
 50ft magazine 3.19; 100ft spool  
 £4.48  
 papers  
 bromide (SW) Bromesko (SW)  
 2½ x 3½ 100 £0.60; 3½ x 3½ 100  
 £0.77; 3½ x 4½ 25 £0.31; 100  
 £0.98; 3½ x 5½ 25 £0.37; 100  
 £1.17; 4½ x 6½ 25 £0.57; 100  
 £1.77; 6½ x 8½ 10 £0.43; 100  
 £3.06; 8 x 10 10 £0.60; 100  
 £4.37; 10 x 12 10 £0.86; 100  
 £6.49; 12 x 15 10 £1.29; 100 £9.65  
 bromide (DW) Bromesko (DW)  
 3½ x 4½ 25 £0.35; 100 £1.15;  
 3½ x 5 100 £1.29; 4½ x 6½ 25 £0.62;  
 100 £2.09; 6½ x 8½ 10 £0.49; 50  
 £1.95; 100 £3.63; 8 x 10 10 £0.70;  
 100 £5.19; 10 x 12 10 £0.99;  
 100 £7.66; 12 x 15 10 £1.48

**KORAY, LTD**  
 tablets (28) £0.14; (64) £0.29

**ROBERT KRUPS (Great Britain)**  
 LTD  
 bathroom scales Contessa £2.66  
 Diva £2.32; Diva Luxus C £2.90  
 Medica £2.32  
 Nova L £3.80  
 Princess N £4.28

**LAURICE OF LONDON LTD**  
 Bitupal ointment £0.60

**LEWIS WOLF GRIPTIGHT, LTD.**  
 Griptight soother rattle £0.08½

**LENBROOK LABORATORIES**  
 LTD  
 Crowes Cremin £0.27½  
 Dulcils £0.15  
 Moorland tablets 40 £0.13; 80 £0.22  
 New Dew bath essence sachet £0.06;  
 165cc £0.61  
 bath oil £0.74  
 body lotion £0.52  
 soap £0.22  
 splash Cologne £0.74; spray mist  
 £0.75  
 talc £0.40  
 Penetrol inhalant £0.19½; inhaler  
 £0.15  
 catarrh lozenges £0.19½  
 Top Score £0.15

**LEVER BROTHERS, LTD**  
 Breeze £0.06; £0.09½  
 Knights Castile £0.06½ £0.09½;  
 £0.13  
 Lifebuoy toilet £0.06½; £0.10 £0.13½  
 Lux toilet £0.07; £0.10

**ELI LILLY & CO LTD**  
 Cologel £0.65  
 Histadyl EC syrup 450ml £0.72; 2.25  
 £3.24  
 Sedatussin 450ml £0.56; 2.25 £2.34.  
 Vortel Pulvules 100 £0.90; syrup  
 120ml £0.38; 450ml £1.15.

**LIFE & BEAUTY LTD**  
 Gayelord Hauser juice extractor  
 £16.29

**LLOYDS PHARMACEUTICAL**  
 GROUP  
 Drenalgin 30g £0.22; 100g £0.54  
 Haematogen £0.55½  
 Thoracin £0.22  
 Transvasin £0.22  
 Ultra Tan £0.23

**MASON PEARSON BROS**  
 ladies hairbrushes  
 pocket nylon £0.90  
 pocket bristle £1.71  
 pocket bristle nylon £1.48  
 handy nylon £1.38  
 handy bristle extra £3.83  
 handy bristle nylon £2.14  
 medium  
 nylon (gentle) £1.67  
 nylon (universal) £1.84  
 bristle extra £5.29  
 bristle & nylon (junior) £2.56  
 large  
 bristle extra £5.88  
 bristle & nylon (popular) £3.32  
 mens' military brushes  
 medium  
 nylon (universal) £1.84  
 bristle extra £5.29  
 bristle & nylon (junior) £2.56  
 large  
 bristle extra £5.88  
 bristle & nylon (popular) £3.32

**MATTHEWS & WILSON LTD**  
 Peroidin tablets 50mg 100 £0.56;  
 200mg 100 £0.73

**M.C.P. PHARMACEUTICALS**  
 LTD  
 Bislumina suspension £0.58  
 Bislumina tablets £0.65; £2.95

**MEDAPED LTD**  
 bunion easer £0.15  
 Corn-Away £0.10  
 cushion heel £0.10  
 Cushy-Tred £0.16  
 foam cushion £0.48  
 metatarsal brace £0.25  
 toe separators £0.11  
 Topads £0.13  
 vaporiser £0.38

**MEDO-CHEMICALS LTD**  
 Carbellon £0.18  
 Kethamed £0.39½; £1.26; £2.91½  
 Medocodene £0.29  
 Pabamin £0.36  
 Pectomed £0.27  
 Potensan £0.25; £0.81; £1.80  
 Potensan forte £0.61; £2.01½

**MENTHOLATUM CO LTD**  
 Mentholatum balm £0.08; £0.19  
 Deep heat rub £0.25; £0.36; £0.45  
 Staunch £0.20

**MILES DEN LTD**  
 W5 tablets 60 £1.77; 180 £4.99

**MILLER OF GOLDEN SQUARE**  
 LTD  
 Nicobrevin anti-smoking capsules  
 £1.30

**MODERN HEALTH PRODUCTS**  
 LTD  
 Athera 40 £0.19½; 100 £0.42½;  
 500 £1.62  
 Biobalm 4oz £0.17½; 12oz £0.43  
 Educodol £0.22; 80 £0.41  
 Garlodex 24 £0.16; 72 £0.41; 144  
 £0.68; 480 £2.11  
 Natex 80 £0.41; 160 £0.68; 500 £1.69;  
 1000 £3.06  
 soap £0.09  
 Sunerven 50 £0.26½; 100 £0.47½;  
 200 £0.90; 500 £1.95; 1000 £3.78  
 Tonatexa £0.90  
 Vegetex 40 £0.22; 80 £0.41; 160  
 £0.68; 500 £1.69; 1000 £3.06

**MORGAN'S POMADE CO LTD**  
 pomade, jars £0.24; £0.37; tube  
 £0.37; saloon £0.49  
 perfumed pomade £0.23; £0.33;  
 £0.74  
 hair darkening cream £0.37

hair colour restorer £0.29  
 cream liquid and anti-dandruff £0.12;  
 £0.56

**NAPP LABORATORIES LTD**  
 Audax £0.55  
 Bradilan tablets 50 £1.21; 250 £5.41  
 Brovolin £0.46  
 Caapi tablets £1.63  
 Codasphen £0.14  
 Codella cream 1oz £0.15; 3oz £0.35  
 Cyprol £0.54  
 Dyspastol tablets 25 £0.16; 100 £0.58  
 Haemovin £0.30  
 Moores teething jelly £0.18

**NATURA PRODUCTS LTD**  
 Ca'D'Oro Cologne 50cc £0.98; 100cc  
 £1.85; 200cc £3.45  
 Crystal 100cc £2.10  
 deodorant spray £1.05; stick £0.65;  
 talc £1.05  
 soap 3 £1.50  
 Piz Buin  
 Apres  
 after sun cream £1.35  
 lotion £1.10  
 Azul cream £0.52; jelly £0.85;  
 oil £0.82  
 Exclusive cream £1.10; extreme  
 cream £1.35; cream for children  
 £1.10; jelly £1.18; milk £1.35;  
 oil spray £1.30; lip protection  
 £0.78  
 Self tan cream £1.50; milk £1.40;  
 for legs £1.40.

**Pito Silvestre**  
 after shave lotion 50cc £0.82;  
 100cc £1.40  
 Cologne 50cc £0.90; 100cc £1.70;  
 200cc £3.00; atomiser 100cc  
 £2.10  
 deodorant stick £0.90  
 foam bath 70g £0.48; 140g £0.78;  
 280g £1.25  
 pre-shave lotion £0.90  
 shave cream lather £0.48; aerosol  
 £0.90  
 soap, toilet £0.78  
 talcum powder 150g £0.90

**NICHOLAS LABORATORIES LTD**  
 Algesac £0.25  
 Menopax tablets £0.45; cream £0.39½  
 Polycrol tablets £0.25½; £2.52  
 Polycrol gel £0.90  
 Polycrol S tablets £1.40½

**NICHOLAS PRODUCTS LTD**  
 Aspro 8 £0.07; 24 £0.16½; 60 £0.32;  
 120 £0.54; soluble 8 £0.07½; 24  
 £0.17½

Feminax £0.24½  
 Fields shave stick £0.09  
 Swan Lake bath cubes 6 £0.18  
 talcum £0.24½  
 Kwell's £0.17  
 Lady Manhattan Cologne £0.62  
 perfume £0.62  
 talcum £0.37  
 Lifeguard £0.09½; £0.16; £0.22;  
 gal £0.96  
 Lixia £0.21½  
 Matey liquid £0.21; powder £0.21½  
 Norsebad sachet £0.11; 60cc £0.43½;  
 120cc £0.85  
 Radox £0.18; £0.28; liquid £0.28  
 Rennie 12 £0.07; 25 £0.10½; 50  
 £0.19½; 100 £0.31  
 Trugel £0.23; £0.35½

**NORGINE LTD**  
 Carbomucil £0.36  
 Decorpa £1.29½  
 Enzypan 40 £0.36; 120 £0.84  
 Glucanal £1.44  
 Muripsin £0.60  
 Normacol standard 100g £0.34; 250g  
 £0.75; 500g £1.39; 2kg £5.07  
 special 100g £0.34; 250g £0.75;  
 500g £1.39; 2kg £5.07  
 antispasmodic 100g £0.36; 250g  
 £0.82½ 500g £1.53

Peralvex £0.52  
 Ulceal £0.47  
**NORMA CHEMICALS**  
 Noradran syrup 150ml £0.40; 500ml  
 £1.21



**JAMES NORTH & SONS LTD**  
Glovelies £0.30  
Northlands gloves (approx.) £0.36;

**NORTHERN MARKETING**  
Hanson scales SK65 £1.92; SK9422 £2.22; SK988£2.41; SK940 £2.91; SK105 £3.90

**Northern Star**  
heating pad £5.24  
overblankets single £12.45; double £14.85; dual control double £17.25  
underblankets standard single £5.54; double £7.16; de luxe single £7.45; double £9.57

**Thermoset**  
overblankets New Era single £18.32; double dual control £29.18; Riviera single £11.49; double £13.89; double dual control £15.82  
underblankets Cozee single £6.68; double £9.08; Everest single £5.72; double £7.65; Regent single £4.76; double £6.21

**OAKES & CO LTD**  
Dentyrbleach £0.14

**OLIVERS (BARNSTAPLE) LTD**  
Sanitary briefs  
nylon locknit £0.45  
Diamond mesh £0.42½; extra large £0.44

**W. T. OWBRIDGE LTD**  
Cough syrup £0.19½; £0.33  
pastilles £0.09  
Vaporstick £0.19

**S. A. PALMER LTD**  
Vitadatio small discontinued. large £0.33

**PARFUMS HERMES**  
Caleche  
atomisers 1oz £11.55; refill £7.25; ½oz £6.35; refill £3.10  
bath oil £3.60; £5.45  
eau de toilette £2.80; £4.25; £6.35; £9.45  
parfum de toilette atomiser 4oz £6.50; refill £5.50; 2oz £4.60; refill £3.85  
perfume £3.60; £5.80; £8.50; £13.90; £22.45  
soap £0.85; deluxe £2.75  
talcum powder £1.40; £3.90  
refill £1.85

**Equipage**  
after shave lotion £2.10; £3.20  
travel pack £1.90  
gel £2.75  
deodorant £0.75  
eau de toilette £2.65; £3.10; £5; £7.65; £11.95  
shaving cream £0.85  
foam £1.70  
soap £0.90 box 3 £2.75  
talcum £1.20  
travel pack £5.40

**PARFUMS MOLYNEUX (GB) LTD**  
Fete bath oil £2.18; creme parfum £2.40; dusting powder £3.27; eau de toilette £1.53; £2.51; £3.48; £5.22; atomiser £2.07; £4.02; parfum £1.97; £3.27; £4.46; £6.53; £9.57; £15.56; atomiser £6.09; £3.38; Fete de Molyneux £5.01; £7.40; soap £0.54; £0.87.  
Le Numero Cinq eau de toilette £2.60; £3.59; £6.32; £11.22; perfume £4.44; £7.02; £10.74

**PARFUMS REVILLON LTD**  
Carnet de Bal  
eau de Cologne 2692 £1.95  
eau de toilette 2401 £1.72; 2402 £2.69; 2404 £4.29; 2408 £6.24  
perfume series Boule 2002 £5.62; 2010 £7.80; 2020 £10.82; 2040 £17.06  
series Plate 2102 £4.88; 2110 £6.73; 2120 £8.78; 2140 £11.90

Bibelot 2208 £2.09  
talcum 2823 £1.27  
Crepe de Chine  
bath oil (12) 5833 £7.80  
eau de Cologne 5601 £0.88; 5602 £1.43; 5604 £2.54; 5608 £4.06; spray £1.76  
perfume  
white and gold presentation 5104 £2.60  
white satin lined box 5102 £4.06; 5110 £6.63; 5120 £12.87; 5293 £8.87  
eau de toilette atomiser 5494 £3.32  
soap (3) 5813 £1.50  
talcum 5823 £0.94  
drum £1.27

**Detchema**  
Cologne spray 1692 £2.73  
eau de toilette £1.85; 1402 £3.22; 1404 £5.95; 1408 £11.22  
perfume aerosol 1294 £4.49; series  
Boule 1002 £8.25; 1010 £13.94; 1020 £23.52; 1040 £43.25; refill 1455 £5.03; series Plate 1104 £3.90; 1102 £6.94; 1110 £11.70; 1120 £20.53; 1140 £37.91  
Bibelot 1208 £2.52; talcum 1823 £1.37; drum 1823D £1.87  
Eau Fraiche £1.72; £2.69; spray £2.05  
Partner after shave £1.03; eau de cologne; £1.52; atomiser £3.28

**PARKE, DAVIS & CO**  
Alophen 50 £0.18; 500 £0.99  
Analgesic balm £0.23½  
Bardase tablets 50 £0.38; 500 £3.29½  
Benylets £0.14½  
Benylin expectorant 125ml £0.28 with codeine 125ml £0.32½  
Caladryl lotion 125ml £0.23½ 2.25L £2.88½  
aerosol spray £0.41  
cream tube £0.21; 500g £1.52  
Capsolin £0.18  
Cascara evacuant 42ml £0.21; 125ml £0.52; 500ml £1.78  
Citralka liquid £0.41½  
Cosylan £0.29  
Desibyl Kapsels 50 £0.50½  
Elast dry powder £1.19  
ointment 10g £1.01; 30g £1.83½  
Euthymol toothpaste £0.14; £0.20  
Geriplex Kapsels 25 £0.75½; 100 £2.88  
Kaogel 150ml £0.32½; 360ml £0.59½  
Metatone 250ml £0.27; 500ml £0.47  
Mylanta liquid 150ml £0.32½; 360ml £0.70  
tablets 24 £0.27; 100 £0.95½  
Mylocon drops £0.54  
tablets £0.90  
Neko soap £0.11  
shaving cream brushless or lather £0.18  
Skrub kreime £0.63  
Soladryl £0.23½; £0.33  
Taka-diascose liquid 125ml £0.32½ 500ml £1.13½  
powder £1.02½  
sedative elixir 500ml £1.22½  
tablets 100 £0.72  
and pepsin compound £0.61  
pepsin and pancreatin £0.95½  
Takazyma 50g £0.32½; 500g £2.07  
lozenges 30 £0.23½; 100 £0.59½; 1000 £4.95  
Vi-siblin £1.37

**PETFOODS LTD**  
Bounce £0.06; £0.09½  
Chappie £0.04; £0.07½  
Faithful £0.06; £0.11½  
Katkins £0.04  
Kit-E-Kat £0.05; £0.09  
Lassie £0.05½; £0.10½; meaty chunks £0.11  
Mick £0.07½; £0.14; £0.44  
Pal £0.06½; £0.12  
Rounders £0.10; £0.16½  
Sam £0.05½  
Swoop £0.06  
Trill £0.06; £0.11  
Whiskas supermeat £0.07½; £0.13½; cat litter £0.22½

**PFIZER LTD**  
Cordilox ampoules 5 £2.36; tablets 40mg 100 £6.48; 500 £29.16  
Daricon tablets 5mg 100 £2.23  
Terrabron 150ml £2.39½

**PHARMACEUTICAL SPECIALITIES (MAY & BAKER) LTD**  
Anthral cream 25g £0.21½  
Phytodermine cream 25g £0.23½; powder 50g £0.23½  
Zephrol 70ml £0.18

**PHARMAX LTD**  
Balmosa 20g £0.15; 40g £0.21  
Beogex adult £0.17; paediatric £0.13  
Crinagen 30g £0.18; 60g £0.32½  
Efficco £0.27½  
Flavelix £0.31  
Enemas £0.16½  
Paedo-sed sachets £0.26½; 100ml £0.31  
Phytex £0.58  
Pylura 20g £0.18½; 40g £0.28; suppositories £0.39½  
Vasogen 20g £0.19½; 40g £0.32½

**PHILLIPS YEAST PRODUCTS LTD**  
Phillips  
fish food aquatabs £0.15  
granules cold water £0.11; 6oz £0.50  
flaked cold water drum £0.11; 1½oz £0.23; 4½oz £0.53; 18oz £1.60  
tropical fish drum £0.12; 1½oz £0.25; 4½oz £0.58; 18oz £1.76  
maxiflakes 1½oz £0.35; 12oz £1.60  
fish food multifreeze £0.28  
Vetzyme  
shampoo cream 2oz £0.13; 4oz £0.22; 16oz £0.57; ½ gal £2.56; 1 gal £4.30  
dry foam aerosol £0.36  
J.D.S. sachet £0.06; 55ml £0.13; 110ml £0.22; 16oz £0.57; ½ gal £2.56; 1 gal £4.30  
Zemol  
ear drops ½oz £0.20  
ointment 1oz £0.14; 4oz £0.40; 10oz £0.80  
pet antiseptic 53cc £0.12  
powder 1oz £0.16; 8oz £1.00

**PICOT LTD**  
Fiesta perfume trial £0.47; ½oz £0.81; ½oz £1.43; ½oz £2.57; 1oz £4.76  
eau de toilette 42cc £0.76; 84cc £1.33; Spin-flo £0.33½  
Le Train Bleu perfume trial £0.47; ½oz £0.81; ½oz £1.43; ½oz £2.57; 1oz £4.76  
eau de toilette 42cc £0.76; 84cc £1.33 Spin-flo £0.33½  
Lilies of the Valley in Bloom perfume trial £0.47; ½oz £0.81; ½oz £1.43; ½oz £2.57; 1oz £4.76  
Spin-flo £0.33½  
Pagan perfume trial £0.47; ½oz £0.81; ½oz £1.43; ½oz £2.57; 1oz £4.76; spray mist £0.75  
eau de toilette 84cc £1.33; Spin-flo £0.33½  
Suede perfume trial £0.56; handbag £1.00; ½oz £1.76; ½oz £3.04; 1oz £5.38  
eau de toilette 42cc £0.76; 84cc £1.33; Spin-flo £0.33½

**POTTER & CLARKE LTD**  
Antasma 12 £0.13½; 36 £0.32  
Potters asthma remedy £0.24  
cigarettes £0.22½  
catarrh pastilles £0.15  
childrens cough pastilles £0.15  
glycerin & blackcurrant £0.14  
glycerin lemon & honey £0.14  
glycerin & thymol £0.14½  
Sebril lotion £0.43

**POLLEN PRODUCTS LTD**  
XB  
pollenated night cream 28g £1.3  
57g £2.10  
pollen beauty mask £2.10

**POMPADOUR LABORATORIES LTD**  
Pompador lacquer spray 90cc £0.15  
refill £0.10½  
Pompaset 6oz £0.26; 16oz £0.36

**RADIOL CHEMICALS LTD**  
Aradolene £0.23½  
Bioivial £1.00  
BR healing jelly £0.18½  
Bone Radiol liniment 200ml £0.8; 450ml £1.62½; 2l £8.90  
Colic-Radiol £0.51  
Dianimol syrup 25ml £0.20; 50ml £0.30; 100ml £0.40; 450ml £1.00 2l £4.00  
Radiant-A 25ml £0.18½; 50ml £0.29; 450ml £2.12  
Radiant-B 50ml £0.21; 100ml £0.29; 200ml £0.41; 450ml £0.83; 2l £3.5  
Radiant bath salts 450g £0.26; 3l £1.52; 6kg £2.77  
massage cream 40g £0.21; 100g £0.30½; 450g £0.83  
Radiol electuary 120g £0.44; 560g £0.92  
fly repellent £0.21½  
4-oils 112ml £0.44; 350ml £0.97  
leg wash powders £0.25  
liniment 112ml £0.30½; 425ml £0.78; 2l £3.55  
presentation pack £3.75  
spirit dressing 2l £1.36  
Stevens ointment £0.35½

**RAVINA MARKETING CO**  
Beedi Bands  
elasticated, wooden beads med. 3 row 274 £0.17½; small 3 row 27 £0.25; large 3 row 277 £0.22½  
small 5 row 278 £0.25  
Alice band, wooden beads 5 row 424 £0.55  
crochet band Chennille 400 £0.37½  
Lurex 401 £0.55  
hair plaits 320 £0.30  
pony tail holder 256 £0.12½  
string tie head bands 312 £0.25  
velvet fashion bow on curl clip, small 521 £0.20; on comb, med. 53 £0.30; large 537 £0.40  
velvet fluff fashion bow on comb large 540 £0.45

**READE BROTHERS & CO LTD**  
Egyptian salve £0.18½  
Express powders and tablets £0.13; £0.33; £0.02 each  
Indian cerate £0.09; £0.15½

**RECKITT & COLMAN PRODUCT LTD**  
Alcin 32 £0.13½; 300 £1.24; 500 £1.92  
Bonomint 6 £0.06½; 16 £0.14½  
Brooklax 6 £0.06½; 18 £0.14½  
Codis 8 £0.10½; 20 £0.19½; 48 £0.38  
Dettol small £0.09½; medium £0.17½; large £0.29; 1 gallon £1.92  
antiseptic cream £0.24  
ointment small £0.09½; large £0.2  
Dettolin B £0.16½; 20oz £0.67½; 80oz £1.54  
Disprin 8 £0.06½; 26 £0.17½; 36 £0.21; 50 £0.25; 100 £0.42½  
Junior Disprin 20 £0.08½; 48 £0.12  
Lem-Sip 5 £0.19½; 10 £0.35½  
Steradent  
powder small £0.11½; medium £0.17½; large £0.25½  
tablets 17 £0.12½; 26 £0.17½

**RENIPAS CHEMICAL CO. LTD.**  
Renipas powders £0.18; tablets £0.1

**RICHARDSON MERRELL LTD**  
Clearasil cream £0.30  
cleansing lotion £0.44  
soap £0.15  
Infacare £0.23; £0.39; £0.70



ton sterilising unit £0.88  
k  
44 cough mixture £0.25; £0.40  
cough discs £0.18  
haler £0.17; inhalation unit  
£0.49½  
ipwick £0.17  
ozenges £0.06  
apour rub £0.20; £0.35  
itamin C cough syrup £0.16; £0.28

**CHARLSON MERRELL LTD**  
**ERRELL DIVISION)**  
lanticon gel £0.32½  
lantyl gel £0.45  
NV £0.23½  
abets £0.45  
haprimexpectant £0.41½; £1.22½  
Dospa £0.72; £2.52

**ODELL PRODUCTS LTD**  
hmatop plastic purse £0.30  
lapurin suppositories 12 £0.49; 50  
£1.95  
zoff oils 50mls £0.20; 100mls  
0.38; 200mls £0.68; 500mls £1.55  
zoff hand cleanser 280mls £0.25;  
5.1 £1.95; 22.5 £1.88  
maxine cream 40g £0.15  
asept 6g £0.18  
ettes 100 £0.35; 250 £0.73  
dell minor plastic purse £0.30  
diopin oil 15g £0.30; 30g £0.55  
dofan inhaler with purse £1.43;  
urse only £0.30  
dopag plastic purse £0.30  
dorheum liquid 50g £0.30; oint-  
ment 50g £0.30  
dosan oil 15g £0.18; 30g £0.33  
dosedd tablets 20 £0.30; 100 £1.24  
dovydrin elixir 100ml £0.36

**AMEL INTERNATIONAL LTD**  
fter bath talc £0.36  
fter shave Cologne £0.68  
face fresheners £0.36  
anti-perspirant & deodorant £0.53  
air groom £0.43  
lky shave lather £0.52  
amel  
ase coat £0.14  
eauty glove hand cream £0.18  
lush stick pearly £0.32  
eansing milk £0.18  
eansing pads £0.15  
old cream £0.24  
ologne floral £0.24  
Classic £0.36  
mpressed powder £0.15  
compact £0.32  
anti-shine £0.21  
translucent £0.24  
article remover £0.14  
eodrant stick £0.16  
elid gloss £0.24  
e liner brush £0.15  
e liner cake £0.14  
e liner liquid £0.14  
elashes real hair  
upper £0.77  
lower £0.77  
adhesive £0.18  
e make-up  
remover pads £0.15  
removing lotion £0.20  
e pencils £0.14  
e shadow  
frosted £0.18  
collection £0.53  
stick £0.14  
cream £0.14  
compressed £0.15  
applicator £0.20  
brush £0.22  
palette £0.34  
e shadow/liner kit £0.58  
duo brush £0.25  
ey-away shampoo £0.15  
ir colourant shampoo £0.15  
rbal face mask £0.26  
ide and Heal stick £0.18  
h thickener mascara £0.24  
brush £0.30  
and lid gloss £0.20  
glosser £0.18

lip glow pearly £0.20  
lipstick push up £0.15  
twist up £0.24  
moisturised £0.29  
liquid make-up £0.14  
make-up brush £0.32  
make-up stick £0.26  
mascara block £0.15  
mascara original £0.36  
mascara roll-on £0.16  
brush-on £0.32  
medicated make-up  
cake £0.20  
liquid £0.29  
moisturised make-up £0.26  
moisturised skin food £0.29  
nail lacquer £0.14  
pearlised £0.18  
frosted opal £0.32  
remover £0.18  
remover pads £0.18  
nail strengthener £0.18  
oatmeal beauty pack £0.20  
oatmeal soap £0.14  
pat-on translucent blush compact  
£0.53  
perfume floral £0.24  
Classic £0.36  
powder puffs velour (2) £0.18  
rouge compressed £0.15  
cream £0.14  
skin toning lotion £0.18  
spot clearing face wash £0.29  
talcum £0.18  
translucent blush £0.16

**ROBINSON & SONS LTD**  
Mene adjustable belts £0.13; de luxe  
belts £0.17  
Nikini garments pink £0.53; white  
£0.36½

**ROCHE PRODUCTS LTD**  
Saridone tablets 10 £0.11; 50 £0.42;  
250 £1.79½

**RODMILL LTD**  
Castellan No 10 4oz £0.19½; 8oz  
£0.33  
bronchial pastilles £0.15  
children's syrup 2oz £0.13½; 4oz  
£0.19½

**RONA LABORATORIES LTD**  
Argotone drops £0.21; spray £0.23  
Medecassol ointment £0.65; powder  
£0.60  
Ronyl 50 £0.68

**RUTIN PRODUCTS LTD**  
Rutin-T £0.53; £1.00  
Rutivite tablets 90 £0.53; 1000 £4.60

**SALES AFFILIATES LTD**  
Buto depilatory (rose) 24.5g £0.22;  
51g £0.32 super 100g £0.53  
lemon lotion £0.43; aerosol £1.20  
Novara cleanser £0.21; £0.36  
moisturiser tube £0.22; £0.57; bottle  
£0.82  
Theranyl £0.24; £0.34  
Witch Doctor £0.19  
Witch Stik £0.19  
Woltz Italiana  
make-up £0.38; £0.56  
manicure  
base coat £0.28  
cuticle remover £0.28  
nail enamel regular £0.28; mini  
£0.23; pearl £0.42; mini £0.29;  
super brilliant £0.53; super creme  
£0.42  
nail hardener £0.48  
nail polish removers  
lanolin £0.30; oily £0.23  
nail enamel thinner £0.23  
top coat £0.28

**Zotos**  
colour set £0.11  
conditioning set £0.10  
setting lotion £0.09

**SANDERSONS (CHEMISTS) LTD**  
Nicodent £0.16½

Sandersons cough linctus £0.16½;  
£0.27  
throat specific £0.16½; £0.27  
pastilles £0.16½

**SANTAS GROUP SALES LTD**  
Aquafilter £0.14  
Balmosa 20g £0.15; 40g £0.21  
Crinagen 30g £0.18; 60g £0.32½  
Lactagol Tablets 60 £0.23½  
Liquifruta standard £0.20½; £0.37½  
honey £0.22½; £0.43  
medica £0.22½; £0.43  
pastilles £0.17½  
capsules £0.17½  
Pylura 20g £0.18½; 40g £0.28;  
suppositories £0.39½  
Roboleine £0.37  
Sweetbreaths £0.09  
Vasogen 20g £0.19½; 40g £0.32½  
Woodward's baby wipes £0.13½  
baby brush comb set £0.26  
diarrhoea mixture £0.20  
gripe water £0.20  
teething balm £0.19½

**SCHOLL MFG. CO. LTD**  
bath salts large £0.19  
chilblain ointment £0.21  
Clear Jade £0.37  
corn and callous file £0.29  
driving casuals £2.92  
enriched skin food £0.80  
foot deodorant £0.42  
anti-perspirant spray £0.42  
foot exercise sandals  
leatherlook flat £2.90; heeled £3.20;  
mens £2.90; towelling £1.85  
foot powder £0.17; £0.23  
foot spray £0.42  
handbag size £0.23  
nail clippers £0.46  
Onixol £0.17  
SI athletes foot liquid £0.36  
Smooth Away £0.37  
suspender belt £1.23  
Two drop corn remover £0.17  
Walk Strates pr £0.28

**SCOTT & BOWNE LTD**  
Depth charge £0.77  
Fenjal  
Classic beauty soap £0.33  
creme bath 21cc £0.23½; 42cc £0.47;  
98cc £0.94; 231cc £1.89; decanter  
140cc £1.76; decanter 370cc  
£3.80  
Satin Touch talc £0.46  
"Fresh"  
creme bath 21cc £0.23½; 42cc £0.47;  
98cc £0.94; 231cc £1.89; decanter  
£1.76  
moisturiser £0.71  
Forhans toothpaste £0.19  
Isomet roller £2.87  
Pretty Feet £0.32½; roll ball £0.37  
Restoria hair dressing £1.24; lotion  
£1.24  
Skollotion £0.18; £0.31; cream £0.26;  
oil £0.24½  
Stablond shampoo sachet £0.05;  
bottle £0.21  
Steedmans powders £0.13½; jelly  
£0.18½  
Sungold creme £0.51; lotion £0.47;  
moisturising creme £0.43; mousse  
£0.71; oil aerosol £0.65; tansaver  
£0.51

**SEALAND TRADING LTD**  
Sanogyl toothpaste £0.17

**SENESCHAL MANFG CO**  
Seneschal cornplane £0.22

**SHADLER LTD.**  
Dannex £0.34  
Eucalyptol shampoo £0.07½; £0.57  
Clear £0.60  
Lif-Pil £0.24½

**SHAW'S VETERINARY  
CHEMISTS LTD**  
Shaw's  
cage bird remedies  
budgie or canary, tonic or  
moulting tonic £0.15½  
scale lotion £0.18

pet products  
Calcide tablets 100 £0.28; 500  
£0.95  
canker lotion £0.25  
powder £0.24  
cod liver oil 100ml £0.22  
cough & cold mixture £0.21  
eczema & skin lotion £0.29  
eye lotion £0.16  
insect powder drum £0.16  
shampoos  
insecticidal 80ml £0.15½; 8oz  
£0.32; 1 gal £3.13  
spirit 80ml £0.17½; 8oz £0.32  
stomach mixture 100ml £0.21  
sulphur & yeast tablets 80 £0.27  
syrup of buckthorn 50ml £0.25  
travel sickness capsules  
dog £0.21; puppies £0.21  
veterinary embrocation 100ml  
10.30  
worming oil dog 50ml £0.34  
Erlworm 50ml £0.20; 100ml  
£0.38; 200ml £0.60; pt £1.50  
Everfree dog or cat 40g £0.28;  
100g £0.63; 300g £1.48;  
1230g £3.75

**SHULTON (GREAT BRITAIN)  
LTD. (FRANCHISE DIVISIONS)**

Bleu Marine eau de toilette 2oz £2.00;  
4oz £3.10; 8oz £5.00

Capricci  
creme parfume CR3 £2.00  
perfume R890 £3.35; R881 £4.78;  
R888 £8.10; R831 £10.50; R821  
£13.38; R10 £19.10; R21 £23.90  
perfume atomiser R940 £4.78; refill  
R941 £4.10  
perfume atomiser non-refillable R840  
£7.65; R340 £13.38; toilet water  
R7 £2.85; R6 £4.55; R5 £7.15;  
R55 £11.45; atomiser R107  
£3.35; refill R117 £2.63; aroma-  
tique spray R75 £3.90; refill R175  
£2.63  
soap SR1 £1.75  
talcum TR3 £1.70  
L'Air du Temps  
creme parfume CB3 £1.90  
spray mousse £2.00  
dusting powder TB1 £3.35; TB2  
£2.40; perfume B890 £3.10;  
B881 £4.30; B888 £7.65; B831  
£11.00; B21 £14.33; de luxe  
B33 £9.55; B30 £17.20; atomisers  
B940 £4.30; B941 £3.63; B840  
£6.70; B340 £9.55  
soap (3) SB1 £1.45  
sparkling foam bath MB3 £1.75  
talcum TB3 £1.45  
toilet water B7 £2.15; B6 £3.45; B5  
£5.75  
atomisers B106 £4.55; B107 £2.85;  
B117 £2.30  
airomatique spray B75 £3.35; refill  
B175 £2.20

Ma Griffe  
bath oil 4843 £3.40  
Cologne 2oz 8028 £2.00; 4oz 8029  
£3.35; 8oz 3080 £5.75; 14oz  
8031 £10.20; 26oz 8032 £16.05;  
spray 8022 £3.35  
dusting powder 4810 £2.40  
perfume cream 4804 £1.70  
miparfum 1oz £3.68; 2oz £7.05  
mousse douce 4829 £1.45  
perfume 8040 £2.40; 8042 £2.85;  
8045 £4.60; 8000 £6.70; 8046  
£8.60; 8001 £10.03; 8002 £16.25;  
8003 £23.90; atomiser 8079  
£4.60  
soap cartoned 4851B £0.63  
4856 £0.90  
talcum 90g 4811 £1.20  
toilet perfume 2oz 8728 £2.40;  
4oz 8729 £4.30; 8oz 8730 £7.15;  
atomiser 8025 £2.30; 8026 £4.78  
velvet foam bath 4848 £2.29

Robe d'un Soir  
bath oil 4943 £3.80  
Cologne 2oz 9028 £2.40; 4oz 9029  
£4.30; 8oz 9030 £6.50; spray 9022  
£4.30  
dusting powder 4910 £2.63  
parfum creme 4904 £2.20



perfume 9046 £9.55; 9045 £5.98;  
9042 £3.35; 9000 £8.30; 9001  
£11.95; 9002 £19.10; 9003  
£28.65; 9040 £2.85

talcum powder 4911 £1.35  
toilet perfume 2oz 9728 £2.85; 4oz  
9729 £4.78; 8oz 9730 £8.10;  
atomiser 9025 £2.75; 9026 £5.75

Signorici  
aerosol deodorant G204 £1.25  
after shave GA5 £3.10; GA6  
£1.70

soap (1) SG11 £0.58; (3) SG1 £1.65  
spray Cologne G118 £1.65  
toilet water G7 £1.95; G6 £3.10;  
G5 £5.10; G555 £8.93; atomiser  
G107 £2.55; refill G111 £2.30

Singulier eau de toilette 2oz £2.25;  
4oz £3.80; 8oz £5.73; perfume  
4oz £3.10; ½ oz £5.73; 1oz £8.58

#### Teak

after shave lotion £0.90  
deodorant aerosol £0.90  
Cologne 135cc £1.53; 67cc £1.03  
mini Teak £0.35

shaving foam £0.83  
soap £0.45  
talcum £0.75

#### Vetiver

after shave 3129 £2.00; atomiser  
3125 £1.63  
deodorant aerosol 3526 £1.05  
eau de Vetiver 3728 £1.90; 3729  
£2.85; 3730 £4.78; atomiser 3025  
£1.90

talcum 4311 £1.05

#### SLOMANS

toilet soap £0.05½  
shaving stick £0.08½

#### SOUTHON-HORTON LABORATORIES LTD.

Calsotone tonic tablets 30 £0.18  
Esobactulin capsules £0.41  
Eso-col cold treatment tablets £0.20  
Esoban ointment 55g £0.27; 335g  
£0.90

capsules 50 £0.36; 100 £0.63;  
500 £2.25

cream of calamine 1oz £0.13;  
4oz £0.24; 2l £2.50

Hexamandolate 300mls £0.63; 2l  
£2.70

#### SPONCEL LTD.

Spontex cloths No 8 £0.07½; No 10  
£0.11; No 15 £0.15; No 20 £0.20;  
No 40 £0.37

sponges houseproud No 2 £0.16½;  
No 3 £0.22; No 4 £0.27; moppet  
£0.05, 3 £0.13

sponges, toilet, bath £0.21½; big  
bath £0.32; fine texture £0.11;  
hand basin £0.16; velure 1/V  
£0.11; 2/V £0.14½; 3/V £0.20½

#### E. R. SQUIBB & SONS LTD.

Orabase 15g £0.31; 80g £0.99½  
Orabase 15g £0.49

#### STAFFORD-MILLER LTD.

Dentu-Creme standard £0.13½; large  
£0.19; economy £0.28

Sensodyne standard £0.27; economy  
£0.38½;  
Amm-i-dent standard £0.13½; large  
£0.18½

Tegrin medicated shampoo £0.36½

#### STANDARD LABORATORIES LTD.

H11 extract £7.79  
oral 50ml £7.79  
ointment £0.84  
suppositories £0.84  
tablets 2 x 50 £7.79

#### I. & M. STEINER (1950) LTD.

Mini-Doll nail stylers sapphire dust  
No 144 £0.32; No 146 £0.41; No  
148 £0.48; No 184 £0.22; No 186  
£0.26; No 196 £0.48

Super Doll aluminium combs No 161  
£0.14; No 162 £0.13; No 163 £0.15;  
No 164 £0.13; nail clippers 'A'  
£0.21; 'B' £0.22; 'DL' £0.22; 'S'

£0.21; round £0.25; toe nailclippers  
No 123 £0.26; No 127 £0.30;  
tweezers 3½in 0.26; automatic  
£0.75

#### STIEFEL LABORATORIES (U.K.) LTD.

Acne aid bar £0.31  
Oilatum application £0.51  
bar £0.31  
emollient £0.71

Polytar liquid £0.36; £0.58  
Spectaban £0.85  
Zeasorb £0.45

#### STRENOL PRODUCTS LTD.

Atkinson & Barkers gripe mixture  
£0.13½  
Birley's powder £0.14; £0.29; tablets  
£0.14½

Land's lotion £0.20  
Nasciodine cream 56g £0.22; 225g  
£0.70

Otodex 14ml £0.20½; 45ml £0.45½;  
225ml £1.66  
Resinol ointment £0.25; soap £0.12  
Strenol veterinary skin cream £0.21

#### TEEDA LTD.

Brill Pointes hair beautifier £0.40  
Lumicreme hair conditioner £0.36  
Teeda hair straightener £1.16

#### TELL PRODUCTS LTD.

Tellodont £0.20  
Tellora D3 £0.28; £0.78

#### THERMEGA LTD.

Heating pad P1612/3 £5.77  
Three heat de luxe  
single TW3S £7.02  
double TW3D £9.22

#### THERMOS LTD.

Thermos  
flasks 18½ £0.48; 18 £0.54; 1818  
£0.82; 18Q £0.90; 18QH £0.94;  
16QHT £1.08; 25½ £0.54; 25  
£0.61; 2525 £0.88; 25Q £0.98;  
26 £0.52

jugs 71 £1.47; 71Q £1.87; 48/2  
£5.41; 30/2 £5.66; 29Q £10.82  
food jars 62 £1.08; 64 £1.33; 66  
£0.97; 68 £1.18; 707 £2.95; 620  
£4.67; 82 £13.77; 82 Dishes  
£2.46; 609 £9.83; snak jar £0.49

ice bowls 923 £9.83; 925 £11.80;  
931 £15.41; 929 £6.88

spares, cups 18½ £0.08; 18 £0.09;  
18Q outer £0.10; 18Q inner  
10.06; 25½ £0.07; 25 £0.09;  
26Q inner £0.06; 25Q outer  
£0.10; 26 £0.08; 62 £0.10; 66  
£0.10

stoppers 67/1 £0.22; 67/2 £0.25;  
29Q £0.49; 707 £0.44; 48/2  
£0.44

inserts 923 £0.22; 925 £0.25

#### THORNTON & ROSS LTD.

Bansor mouth and throat antiseptic  
£0.10½

Pennine eye drops £0.12  
Samaritan chilblain cream £0.13½  
menthol and wintergreen cream  
£0.13½

Sanident denture cleaner £0.10½;  
£0.17

Sunlan sun tan cream £0.19  
Three flasks blackcurrant cough elixir  
£0.15½

bronchial emulsion £0.17  
ephedrine nasal drops £0.12½  
Vi-Lan lanolin skin cream £0.10½

#### TIDMAN & SON LTD.

Tidman's bath sea salt 1lb 6oz £0.22½;  
3½lbs £0.36; 14lb £0.86; 56lb £2.90;  
1cwt £5.12

#### TOKALON LTD.

Biocel cream £0.45  
Pretty Quick  
bath essence £0.15

cold cream £0.20  
compact luxury £0.21; standard  
£0.14½; refill £0.9½

eyeshadow £0.07  
hand cream £0.10; £0.16  
lipstick £0.16

mascara and eye pencil sets £0.13½  
moisturising cream £0.20  
perfume £0.22, skin £0.22  
tinted make up £0.14  
vanishing cream £0.20  
vitamin cream £0.20

#### Tokalon

cleansing cream jar £0.09, 27g £0.20;  
45g £0.26  
powder £0.17

rose skinfood jar £0.12; 25g £0.21;  
43g £0.27; 95g £0.51  
vanishing cream jar £0.08½; 30g  
£0.20; 48g £0.26; 100g £0.48

#### TORBET LABORATORIES LTD.

Calsalettes granules 40 £0.14; 200  
£0.48; tablets 20 £0.14; 100 £0.48  
lactic oats £0.31

Toraccol £0.60

Torbetol £0.35

#### UCAL

antiseptic healing ointment £0.19½  
antiseptic universal cream £0.16  
baby cream £0.21½

baby powder £0.17  
bay rum £0.15½  
bay rum and cantharides £0.16½  
blister cream £0.19

blood purifier £0.20; £0.35  
bronchial catarrh syrup £0.21½;  
£0.31½

burn dressing £0.19  
chilblain paint £0.16  
chillie paste £0.21½

cinnamon and quinine £0.21  
cough mixture, all fours £0.17  
children's cherry bark £0.14½;  
£0.22½

adult's cherry cough £0.22½  
junior linctus £0.19; £0.28  
speedy cough £0.19; £0.22½

diarrhoea mixture £0.19  
ear drops golden £0.19  
embrocation £0.22

eye ointment £0.11½  
flavourings synthetic £0.13½  
food colourings synthetic £0.12

foot powder £0.21½  
gingerade concentrate £0.16½  
indigestion lozenges heart shaped  
£0.17

influenza mixture red £0.23½  
iodised throat lozenges 24 £0.17;  
iron and yeast tonic tablets £0.19½

juniper beans £0.13½  
linseed and liquorice compound  
lozenges £0.06½

menthol and wintergreen cream £0.23½  
Nervetone £0.21½; £0.37  
nursery powder £0.17

ointment £0.21½  
olive oil £0.12½; £0.21; £0.37; £0.67  
pastilles catarrh £0.20

Gee's linctus £0.15½  
glycerine lemon and honey £0.17½  
glycerine thymol compound £0.15

peppermint oil solution £0.09½; £0.13½  
pile ointment £0.24½  
pine disinfectant £0.13½; £0.21

raspberry vinegar £0.12½; £0.19  
and olive oil £0.16; £0.26½  
sulphur and lime lozenges £0.10

sulphur tablets orange flavour £0.06½  
toothache drops £0.19  
wart paint £0.17  
worm syrup £0.22½

#### UNIGREG LTD.

Unigest capsules £0.23

#### VACCO LTD.

Flasks  
deluxe ULP £0.54  
master  
minor UMSH £0.46; standard  
UMS £0.48; major UMSD  
£0.76; family UMSQ £0.82

best buy  
minor UBBH £0.44; standard  
£0.46; major UBBB £0.74

family UBBQ £0.79  
tea flask  
standard TF2 £0.61; family TF  
£0.96

jug tea/coffee £1.32  
jars model JS £2.49  
PQJ £1.16; MC £0.07; HC £0.09  
XC £0.07

#### VITACOAT LTD.

Aerosheen £0.60  
coat corrector £0.24; £0.30; £1.35  
£2.25

Denzcote £0.60  
Diamond eye £0.33; £0.59  
Dis'n'tangle £0.37  
Eleganza £0.37

Lano-lactic £0.60  
Lusteroat £0.60  
shampoo's Antiscurf; Chamoi

Olivite; Beerex; Hyaline £0.22  
£0.38; £2.59 £5.04; Blue-Fonce  
Marron; Allicoat; Charbon

Lemoneg; Ko-Nutoyle; Silversheer  
Vitec £0.22; £0.38; £1.87; £2.70  
Gold Seal £2.09  
Vitone £0.60

#### WADE PHARMACEUTICALS LTD.

Auraltone £0.27  
Bronchotone 100ml £0.31  
Copholco 100ml £0.31

Copholoids 50g £0.20  
Neurodyne capsules 25 £0.32  
Phytocil cream £0.20; powder £0.3

Secaderm 15g £0.17; 45g £0.38

#### WALLACE MANUFACTURING CHEMISTS LTD.

Actornorm powder £0.76; tablets  
£0.60  
Calcimax syrup £0.63

#### J. WATERHOUSE & CO. LTD.

Jackson's drawing ointment 25g £0.08  
55g £0.15

Jackson's febrifuge 110ml £0.13½;  
350ml £0.29; 450ml £0.43

Nurse Sykes  
bronchial balsam 110ml £0.18  
220ml £0.33

powders 8 £0.13½; 32 £0.51  
tablets 8 £0.07½; 16 £0.13½; 7  
£0.51

#### Rhuaka

Herbal syrup 110ml £0.17; 220ml  
£0.29  
Frangula tablets 12 £0.10; 36 £0.2

#### WB PHARMACEUTICALS LTD.

Celevac granules £0.56; tablets £0.2  
Emmotone 150ml £0.18

G500 tablets 50 £0.36; 250 £1.35; 500  
£2.43; 1000 £4.50

Mandurin tablets 0.25g 100 £0.4  
0.5g 50 £0.36

Organidin elixir 200ml £1.08;  
£10.26; solution 25ml £0.5  
tablets 100 £0.90; 250 £2.07

Viacutan tulle 10 £0.31; 30 £0.5  
zig zag £1.98; theatre £2.70

#### WHALEY PHARMACEUTICALS

Phenocitrain ointment £0.75

#### J. F. WHITE & CO LTD

Kompo £0.17  
She deodorant £0.20

#### WHITE LABORATORIES LTD.

Diaphutes £0.16½



**E JAMES B. WILLIAMS CO  
(ENGLAND) LTD**

Williams  
Aqua Velva after-shave £0.27½;  
£0.46½  
Electric Shave  
pre-shave £0.22; £0.43  
Glide-on £0.43  
shaving stick £0.32; refill £0.12½  
Ice Blue  
Aqua cologne £0.43; £0.71  
Aqua Velva after-shave £0.37;  
£0.62  
deodorant aerosol £0.57; stick  
£0.38  
electric shave £0.37; £0.62  
talcum powder £0.43

**WINTHROP LABORATORIES**

Aspirin 25 £0.09; 100 £0.23½;  
50 £0.48½  
Aspirin 50 £0.20  
Aspirin 100 £0.77½  
Aspirin sachet £0.06½; tube £0.28½  
Aspirin Co 10 £0.17  
Aspirin 150 ml £0.66

**WRIGHT LAYMAN & UMNEY**

Aspirin toilet cleanser £0.19½  
£0.08; £0.17½; aerosol £0.44  
Aspirin jelly £0.10½; £0.16½  
Aspirin cream £0.11½; £0.17  
Aspirin lipsalve £0.10½  
Aspirin's embrocation £0.11½; £0.20;  
£0.31  
Aspirin away shampoo £0.05  
Aspirin mirror blocks and holders £0.06½  
Aspirin's coal tar soap: toilet £0.07½;  
bath £0.11; giant £0.16  
Aspirin shampoo: sachet £0.04; £0.13½;  
£0.20  
Aspirin deodorant stick £0.32½  
Aspirin herb shampoo £0.13½; £0.20  
Aspirin mon soap £0.08  
Aspirin protein shampoo £0.13½; £0.20  
Aspirin sandalwood soap £0.08  
Aspirin shaving cream brushless £0.15½  
Aspirin lather £0.17  
Aspirin foam aerosol £0.28½  
Aspirin stick refill £0.10  
Aspirin lum £0.14½

**WYETH & BROTHER LTD**

Aspirin pan £0.19½  
Aspirin trox co tablets 48 £0.24½  
Aspirin fine 25ml £0.17½; 100ml £0.43

Petrolagar 1 & 2 200ml £0.19; 500ml  
£0.39

**YARDLEY OF LONDON LTD**

April Violets  
perfume £0.83  
perfumed Cologne £0.77  
soap toilet £0.20  
spray mist £1.28  
talcum £0.37  
Bond Street  
crystallized Cologne £0.66  
dusting powder £1.48  
perfume purse £1.13; ½ oz £2.57  
perfumed Cologne £1.01; £1.83  
mini spray £0.77  
spray mist £1.42  
soap toilet £0.20  
talcum £0.50  
Caprice  
Cologne £0.77  
cream perfume £0.77  
mini spray £0.74  
perfume £0.83  
talcum £0.37  
Cougar  
after shave lotion £0.66; £0.94  
after shower talc £0.57  
anti-perspirant deodorant aerosol  
£0.80  
shave foam aerosol £0.72  
soap-on-a-rope £0.55  
Flair  
dusting powder £1.48  
Cologne £1.01; £1.83  
mini spray £0.77  
spray mist £1.42  
crystallised £0.66  
perfume purse £1.13; ½ oz £2.57  
soap £0.20  
talcum £0.50  
Freesia  
bath salt tablets £0.40  
cream perfume £0.77  
crystallised Cologne £0.66  
perfume £0.83  
perfumed Cologne £0.77  
mini spray £0.74  
spray mist £1.28  
talcum £0.37; £0.50  
toilet soap £0.20  
Prelude  
Cologne £0.77  
cream perfume £0.77  
mini spray £0.74  
perfume £0.83  
talcum £0.37

Red Roses soap £0.20  
talcum £0.37; £0.50

**Reverie**

dusting powder £1.48  
perfume £1.13  
perfumed Cologne £1.01  
mini spray £0.77  
spray mist £1.37  
talcum £0.50  
toilet soap £0.20

**Sea Jade**

bath creme £0.80  
bath foam £0.67  
bath salt tablets £0.40  
Cologne £0.77  
cream perfume £0.77  
dusting powder £1.24  
hand cream £0.43  
mini-spray £0.74  
spray mist £1.28  
perfume £0.83  
soap toilet £0.20; guest £0.35  
soap £0.53  
talcum £0.37

**Wild Fern**

mini-spray £0.74  
spray mist £1.28  
soap toilet £0.20  
talcum £0.37

**Yardley**

after shave lotion £0.45; £0.62;  
£0.85  
bath salts tablets assorted £0.40  
Beauty Magic £0.56; £0.89  
brilliantine, solidified tin £0.35;  
jar £0.40  
Clearskin £0.55  
complexion milk £0.77  
complexion powder £0.56  
deodorant for men stick £0.51;  
roll-on £0.51  
dry skin cleansing cream £0.48;  
£0.77  
English complexion cream £0.55  
eye make-up  
eyematique £0.48  
flow liner £0.90  
remover pads £0.34  
Soul Set shadows £0.37  
Soul Set palettes £0.74  
Sweeparoo £0.48  
feather finish refill £0.37  
Slimline £0.39  
feather foundation powder base  
£0.53  
foundation cream £0.53  
hand cream £0.43; £0.56

lavender bath salts tablets £0.40  
dusting powder £1.24  
oil £0.39  
perfume 7280 £0.56; 7282 £0.64;  
7283 £0.84; 7284 £1.15; 7286  
£1.67; 7288 £3.33  
crystallised Cologne £0.66  
mini spray £0.74  
spray mist £1.28  
soap toilet £0.20; bath £0.32  
talcum £0.37; £0.50

**lipstick £0.43; £0.59**

Sukiepearl £0.45; £0.59  
liquefying cleansing cream £0.77  
moisture tint foundation £0.53  
oatmeal complexion soap £0.20  
Poise roll-on £0.51; mist £0.51  
pre-electric shaving lotion £0.45;  
£0.56

**Pretty Goods**

chalk sticks singles £0.32  
eyebrow pencil £0.20  
eye liner cake £0.34; liquid £0.34  
eye shadow pearly cream £0.37  
face finish £0.39  
lip & eye brush £0.20  
lip tint £0.34  
luscious lashes £0.75  
luscious mist talcum £0.37  
mascarade £0.48  
nail polish-shimmerine £0.39  
pearly shiners £0.37  
rose anti-perspirant £0.51  
shaving bowl plastic container  
£0.58; wooden bowl £0.84  
shaving cream lather £0.39; brush-  
less £0.39; foam £0.62  
shaving stick £0.39; refill £0.24  
skin food £0.48; £0.77  
skin freshener £0.77  
Supertint £0.48  
talcum, invisible £0.46; shower  
£0.51  
tonic cleanser £0.77

**ZYMA (UK) LTD**

Paroven tablets 20 £1.05; 100 £4.50  
Varemoid 40 £0.98; 90 £1.86  
Venoruton P4 tablets 20 £0.63; 100  
£2.55; ointment 40g £0.38; 100g  
£0.68  
Venoruton 300 tablets 20 £1.55;  
50 £3.50  
Vibrocil £0.29  
Zymafluor 400 £0.42; 1000 £0.96



**Press Notice****Patent 1,163,044****IMPROVEMENTS IN  
THERAPEUTIC COMPOSITIONS****TO ALL WHOM IT MAY CONCERN**

Take note that STIEFEL LABORATORIES INC. and STIEFEL LABORATORIES (UK) LIMITED (Plaintiffs) intent on protecting their rights in the manufacture and sale of therapeutic compositions for the treatment of acne have begun an action in the Chancery Division of the High Court to restrain Carter-Wallace Limited (Defendants) from infringing Letters Patent No. 1,163,044 granted in respect of an invention entitled 'Improvements in therapeutic compositions'. The relief claimed against the Defendants is as follows:

1. An injunction to restrain the Defendants whether by themselves their servants or agents or otherwise howsoever from infringing Letters Patent No. 1,163,044 by manufacturing, selling offering for sale or supply therapeutic compositions for the treatment of acne made in accordance with one or more of the claims of the said Letters Patent and sold under the trade mark, VANAIR.
2. An enquiry as to the damages suffered by the Plaintiffs and each of them or at the Plaintiffs' option an account of profits and payment by the Defendants to the Plaintiffs of all sums found due upon such enquiry or account.
3. Delivery up or destruction upon oath of all material in the Defendants' possession custody or power made in infringement of the said Letters Patent.
4. Costs.

**STIEFEL LABORATORIES (UK) LTD 825 YEOVIL ROAD  
TRADING ESTATE SLOUGH SL1 JA**

**Telephone Slough 31914**



# 1971 Holiday Promotion

*One of my most enjoyable tasks each year is to take part in the judging of your Old Spice Window Displays. The ingenuity and initiative of the displays never fail to delight the judges, and never fail to make the selection of winners most difficult.*

*I am very grateful for the time and energy which you all obviously devoted to the promotion and I am happy to know that so many of our customers get pleasure and profit out of it.*

*My sincere congratulations to the winners, and thanks to all the contestants.*



**Managing Director**

The five judges met at 100 Brompton Road, London, SW3, on Thursday, 15th July 1971. Five factors were taken into account during the judging and points were then added together to give the final result.

The five sections were:—

Display of the poster provided by Shulton.

Presentation and style of the window display.

Detail and originality of the window.

How the Old Spice products were displayed.

Selling effectiveness of the window.

Because of the continued interest shown by stockists in this promotion, the entry rate remains very high and the standard of window dressing improves yearly.

## 1st Prizes

7 day Martlet Island Holiday for two on Mauritius—flying by East African Airways.

**Northern Area**  
Mr W. Breithaupt  
ack H. Stern Ltd  
3 Fowler St South Shields

**Southern Area**  
D. P. Prosser (Cht) Ltd  
Market Place Padstow Cornwall

## 2nd Prizes

*Toshiba 11" Portable TV Set*

### Northern Area

Mrs M. J. Kinnell  
G. R. Pepper Ltd  
5 Forman St Notts  
J. Welsby (Cht) Ltd  
747 Knutsford Rd  
Warrington Lancs

### Southern Area

Mr T. G. Crisp  
H. W. Clifton & Sons  
33 Midland Rd Bedford  
C. L. Highfield Ltd  
479 Bearwood Rd Warley Worcs

## 3rd Prizes

*Braun Gas Table Lighter*

### AREA 1

Curtis Chts, 79 Baker St, W1  
W. C. King, MPS, 35 Amwell St, EC1  
South Molton Drug Stores  
64 South Molton St, W1  
J. Paul (Cht) Ltd, 36 Goswell Rd, EC1

### AREA 2

D. J. Blake, MPS, The Blake Pharmacy  
91 Blatchington Rd, Hove  
J. C. Holmes, MPS, 107 South Farm Rd  
Worthing  
G. Davey, MPS, Adur Pharmacy  
44 High St, Shoreham  
'Emiles', 66 South St, Chichester, Sussex

### AREA 3

S. S. Parker Ltd, 283 Northolt Rd  
South Harrow, Middlesex  
Manor Pharmacy, 53 Victoria Rd, Ruislip  
Middlesex  
J. N. Bond, MPS, Barnes & Gabbey Ltd  
84 Haldens, Welwyn Garden City, Herts  
P. G. Lewis, 6 Station Rd, Harpenden  
Herts

### AREA 4

F. A. Billington (Blackheath) Ltd  
394 Long Lane, Rowley Regis  
Warley, Worcs  
Lovelluck Edwards & Co (Cht) Ltd  
64 Dunraven St, Tonypandy, Glamorgan  
Mrs E. A. Haines-Nutt  
Hagon's Pharmacy, 284 North Rd, Cardiff  
A. W. Gedge Ltd., 231 Worcester Rd,  
Malvern Link, Worcs.

### AREA 5

Mayfair Hairdressing Saloon  
Handley Arcade, Mansfield, Notts  
W. Johnson, MPS, 131 Carlton Rd  
Nottingham  
R. W. Peberdy (Cht) Ltd, 110 London Rd  
Leicester  
F. A. Clay, T/A Charles Hancock  
9 Church St, Staveley, Chesterfield, Derbys

### AREA 6

J. Kendall, MPS, Ivor Jones Ltd  
374 Park Rd, Liverpool 8  
H. O. Irvin Ltd, Dispensing Chemists  
Market Place, Garstang  
Blackpool Co-op Cht Ltd, 334a Church St  
Blackpool  
L. Todd Ltd, 2 Anchorsholme Lane East  
Cleveleys, Blackpool, Lancs

### AREA 7

North Eastern Co-op Soc. Ltd, Amble Div  
Pharmacy Dept, 2 Wellwood St, Amble  
Morpeth  
J. Montgomery, 2 Eden Terrace, Sunderland  
W. Fare Ltd, Chemist, 11 Market Place  
Whitehaven, Cumberland  
J. G. Dawson Ltd, Dispensing Chemist  
191 Laygate, South Shields

### AREA 8

Smiths Chemists, 42 High St, Co Antrim  
N. Ireland  
J. C. Connell, 1 Cregagh Rd, Belfast 6  
I. J. Boal, MPS, Chemist  
37 Queen's Parade, Bangor, Co Down  
E. Richey & Co Ltd, 384 Newtownards Rd  
Belfast

### AREA 9

E. P. Letchford Ltd, 72 High St, Minster  
Ramsgate, Kent  
Smiths Chemists Ltd, 320 Canterbury St  
Gillingham  
Reasons Ltd, 36 Nuxley Rd, Belvedere  
Kent  
T. Gracey, MPS, 176 Perry Vale  
Forest Hill, SE23

### AREA 10

Collins & Butterworth Ltd, 14 Ashton Rd  
Denton, Manchester  
C. R. White (Cht) Ltd  
10 Bruche Heath Gardens, Green Lane  
Padgate, Warrington  
J. S. Gatley Ltd, 312 Liverpool Rd  
Patricraft, Manchester  
R. Lowther & Son, 432 Halliwell Rd  
Bolton

### AREA 11

Cresswell Chts, 143 Castle Rd, Bedford  
Mrs. Whaley, Coop Cht. Ltd, Westgate  
Peterborough  
W. Gray & Son, Market Place, Rothwell  
Kettering, Northants  
Coulson & Fisher (Shelford) Ltd  
37 Woollards Lane, Gt Shelford, Cambridge

### AREA 12

W. M. Callow, 926 Wimborne Rd  
Moordown, Bournemouth  
B. Pitts, MPS, 1504 Wimborne Rd  
Kinson, Bournemouth  
F. W. Lewis, 402 Lymington Rd  
Highcliffe, Christchurch, Hants  
F. R. Stock, Moordown Pharmacy  
843 Wimborne Rd, Bournemouth

### AREA 13

Earl Barry, 5/6 Grand Parade, High St  
Poole, Dorset  
Frank Sutcliffe (Cht) Ltd  
688 Dorchester Rd, Broadway, Weymouth  
Williams Chts. S.W. Ltd, 156 Killigrew St  
Falmouth, Cornwall  
Mrs T. B. Vanner, Fernley Wallis  
1/3 New George St, Plymouth

### AREA 14

J. W. Kitchener, G. R. Buttery Ltd  
186 South Ealing Rd, Ealing W9  
J. E. Blake Cht, 380 York Town Rd  
College Town, Camberley, Surrey  
Hughes Pharmacy Ltd  
606 Harrow Rd W 10  
S. Johnston, MPS, The Watson Pharmacy  
23 High St, Wimbledon SW19

### AREA 15

L. H. Purdy, MPS, 18 Melbourne Parade  
Chelmsford, Essex  
Rees T. Coghlan Ltd, High St, Loddon  
Norwich  
Lloyds, 12 Earlham House  
Earlham Rd, Norwich  
Eaton Pharmacy, 1 St John's Close  
Hall Rd, Norwich

### AREA 16

Leeds Industrial Coop Soc Ltd  
Pharmacy Branch, 6 Albion St, Leeds  
R. K. Backham, MPS, 1 Market St  
Flookburgh, Grange over Sands  
Langman Ltd, 9/11 Station St  
Saltburn by the Sea, Yorkshire  
R. Gill, MPS, 2 Weardale Chambers  
Cheapside, Spennymoor, Co Durham

### AREA 17

Scotia Cht Ltd, 18 Grantlea Terrace  
Mount Vernon, Glasgow E2  
Miss E. Ross, Scotia Cht  
5 Duntreath Av, Glasgow W3  
Gordon H. V. Campbell  
The Medical Hall,  
Bannockburn Bldgs, Tarbert, Argyll  
David McCutcheon Ltd, 567 Duke St  
Glasgow E1

### AREA 18

Mr. C. Greig, T/A Ian M. Mackenzie  
2 Abbotswell Cres, Kincorth, Aberdeen  
John Thomson, MPS, 65 High St  
Leven, Fife, Scotland  
Ian Noble, MPS, 99 High St, Forres  
Moray, Scotland  
Kelty Coop Soc Ltd, 8 Oakfield St  
Kelty, Fife, Scotland

### AREA 19

Catkinson Ltd, 20 The Grangeway  
Grange Park, N21  
James G. Catto & Co Ltd  
9 Church Rd, Hendon, NW4  
Hartley Towler Ltd  
261 Fore St, Edmonton, N18  
Mrs. R. Stroh, MPS  
675 Holloway Rd, N19

### AREA 20

Mrs. J. Holden, Assoc Chts Ltd  
184 Corporation St, Birmingham 4  
F. Wale, MPS, T/A Leslie  
258 Dudley Rd, Birmingham 18  
D. Powys Davies, 26 High St  
Blaenau Ffestiniog, Merioneth  
Rowland & Co, Church St  
Welshpool, Mont

### AREA 22

J. R. Stanley MPS, 59 High St  
Bentley, Doncaster  
S. H. Beckett Ltd, 168c Sutcliffe Av  
Grimsby, Lincs  
J. Baker, MPS  
14 Brighowgate, Grimsby, Lincs.  
P. Harrison, MPS, 5 North Gate  
Sleaford, Lincs

### AREA 23

J. Geddes, MPS, 56 Knights Hill  
West Norwood SE27  
Timmis & Richards Ltd  
432 Kings Rd, Chelsea SW10  
Butcher Curnow Ltd  
33 Tranquil Vale, Blackheath SE3  
Breeze's Pharms Ltd  
615 Forest Rd, Walthamstow E17

### AREA 24

R. L. Martin, MPS, 80 Tennyson Rd  
Cheltenham, Glos  
Malcolm (Cht) Ltd  
The Pharmacy, Winterbourne, Bristol  
Oxford & Swindon Coop Cht Ltd  
55 Fleet St, Swindon  
Mills Chts, 123 High St  
Henham, Bristol

### AREA 25

Edward Magraw Ltd, 15/17 Wigan Rd  
New Springs, Wigan  
B. M. Backhouse, MPS  
Smith & Thorpe (Cht) Ltd  
498 Thornton Rd, Bradford 8, Yorkshire.  
N. Chadwick, MPS, 3 St. James St  
Bacup, Lancs  
D. McRae, MPS, M.C.C. Ltd  
Wellington St, Barnsley, Yorkshire

### AREA 26

T. H. Schofield, MPS, 154 Allport Rd  
Bromborough, Wirral, Cheshire  
Harrison & Ormerod Chts  
3 Ashley Rd, Altrincham, Cheshire  
Mr. K. Birch, W. H. Birch Cht  
1 Gorton Rd, Reddish, Stockport  
Cheshire  
J. H. Hughes, MPS, 10 Wrexham St  
Mold, Flintshire, N. Wales



# NEW PRODUCTS AND PACKS

## Over-the-counter medicinals

### To complement Contac 400

Contac 4 throat lozenges (£0.20) is a complementary brand for Contac 400 nasal decongestant. This throat lozenge is packed in an attractive counter display outer. Each Contac 4 lozenge contains cetyl pyridinium chloride 5 mg. Contac 4 will be promoted to the public by press advertising during the winter of 1971. Pack is a container of 15. (Menley & James Laboratories, Welwyn Garden City.)

### For sunburn

Minnesota 3M Laboratories Ltd announce the addition of Emlab sunburn cream to their range of proprietary products. Emlab sunburn cream contains: benzocaine 1 per cent, phenyltoloxamine citrate 0.70 per cent, hexachlorophane 0.25 per cent, menthol 0.20 per cent, isopropyl myristate 5 per cent, allantoin 0.20 per cent and zinc oxide 6 per cent. Pack is a tube of 100 g (£0.46). (Minnesota 3M Laboratories Ltd, Morley Street, Loughborough, Leicestershire.)

## Cosmetics and toiletries

### Scent of the 'Seventies

"For the moderns who can and do wear hot pants" is how Shulton describe their latest fragrance. They have given it the title Hot Pants and presented it in four preparations.

Jet Spray Cologne (£0.85), Cooloff Splash Cologne (£0.95), Foam in Bath bubbles (£0.75) and Come Clean body foam (£0.95) are all packed in silver laminated cartons. (Shulton (Great Britain) Ltd, 100, Brompton Road, London, SW 3.)

### Meadowsong perfume

Meadowsong is the second perfume to be made by Christopher Collins (Aqua Manda was the first). He describes it as "the fragrance of the countryside, simple, fresh and natural with the long-lasting scents of new mown hay and wild flowers." There are three sizes 1 oz (£0.43), 3½ oz (£0.69) and 7½ oz (£1.20) together with aerosol spray.

The other products in the range are



tonic foam bath in bottles (£0.48) or practical travel sachets (£0.08); natural bath oils again in bottles (£0.57) or sachets (£0.08). Scrub soap with cleansing mineral salts (£0.14); Green Milk body massage (£0.57); talc (£0.33); and hand lotion (£0.38).

A feature of the Meadowsong packaging is the "carry-away handle" carton which has the Meadowsong pattern of wild flowers and corn waving against a deep blue sky. The bottles are in white opal glass decorated with the Meadowsong pattern in relief. (D. R. Collins Ltd, Badminton Court, Amersham, Bucks.)

## Sundries

### Duralite baby pants

Claimed to have 70 per cent of the baby pant sales in the US, Duralite pants are to be marketed in the UK from August 1. The makers say that whilst the retail price (£0.35) is above competing products, Duralite, made of nylon and coated with polyurethane have an exceptionally long life. In four sizes—small, medium, large and extra large. A counter unit is available. (Kleinerts Inc, 91 New Bond Street, London W 1.)

### Mr Fizz—Syphons and Syrups

A new range of soda syphons has been introduced by BOC Consumer Products. Branded Mr Fizz, the range consists of the 2.2 litre syphon (£5.45) and a 1 litre (£3.75) syphon.

Mr Fizz syphons are designed to appeal to children by livening up still concentrate drinks and squashes with soda water.

Mr Fizz is portrayed as an energetic "superman type" comic strip character who brings life to still drinks at the touch of a lever. For the first time syphons and soda water are given non-alcoholic connections. The Mr Fizz syphons are of aluminium and have a white finish with screen printed designs in mustard and orange around the base.

There are also four new concentrate drinks, the Mr Fizz super syrups. The super syrups have a 7 to 1 concentration and when mixed with soda water they taste like carbonated drinks. The syrups are available in four flavours—orange, limey lemon (both with 40 per cent fruit juice) creamy cherry and cola. Each



bottle (£0.20) makes over 20 fizzy drinks.

From August 9 to the end of August ITV viewers in London, Southern, Midlands, Lancs and Yorks will see Mr Fizz solving mothers 'hot-day problems' by giving children fizzy drinks. (British Oxygen Co Ltd, Hammersmith House, London W6 9DX.)

# PRESCRIPTION SPECIALITIES

## REACTIVAN tablets

**Manufacturer** E. Merck Ltd, Fishponds Road, Wokingham, Berks

**Distributor** Farillon Ltd, Selinas Lane, Dagenham, Essex

**Description** Yellow sugar-coated tablets each containing 10 mg fencamfamin hydrochloride, 10 mg vitamin B<sup>1</sup>, 20 mg vitamin B<sup>6</sup>, 10 mcg vitamin B<sup>12</sup> and 100 vitamin C

**Indications** Mental and physical fatigue, convalescence

**Contraindications** Hyper-excitability states in hyperthyroidism. During monoamine-oxidase inhibitor therapy or for 14 days afterwards. Angina pectoris and glaucoma

**Dosage** One tablet at breakfast and one at midday

**Pack** 100 (£1.20 trade + PT)

**Supply restrictions** P1, S1, S4B

**Issued** July 1971

## NUTRIZYME tablets

**Manufacturer** E. Merck Ltd, Fishponds Road, Wokingham, Berks

**Distributor** Farillon Ltd, Selinas Lane, Dagenham, Essex

**Description** White, oblong, two-step sugar coated tablets each containing 400mg pancreatin (4xBNF), 50 mg bromelains and 30 mg ox bile

**Indications** Disorders of fat, protein and carbohydrate metabolism. Dietary indiscretions

**Dosage** One tablet during or after meals, may be increased to two or more tablets in severe cases

**Packs** 100 (£3.53 trade + PT)

**Issued** July 1971



**FUNGILIN in ORABASE**

**Manufacturer** E. R. Squibb & Sons Ltd, Regal House, London Road, Twickenham, Middx.

**Description** Yellowish-mustard coloured paste providing in each gram of orabase 20 mg amphotericin activity

**Indications** Mycotic infections of the oral and peri-oral areas, such as angular cheilitis, oral candidosis (moniliasis) dental trauma, ulcerative gingivitis and acute inflammatory gingivitis, glossitis and pericoronitis

**Method of use** Should be applied as directed two or three times daily from one day to three weeks, depending on the severity of the condition at the commencement of the therapy

**Notes** Dilution not recommended

**Shelf life** Three years

**Pack** 10 g tube (£0.36 trade)

**Supply restrictions** Therapeutic Substances Act  
**Issued** July 1971

**FUCIDIN gel**

**Manufacturer** Leo Laboratories Ltd, Hayes Gate House, 27 Uxbridge Road, Hayes, Middx

**Description** Gel containing fusidic acid 2 per cent in a water-miscible gel base.

**Indications** For the treatment of skin infections caused by *Staphylococcus aureus*, particularly moist oozing lesions of the skin and for scalp treatment, and for prophylactic use in traumatic lesions

**Method of use** Uncovered lesions should be treated three times daily, less frequent application may be adequate if a protective dressing is used

**Precautions** Avoid introducing into eyes

**Side effects** Hypersensitivity reactions are extremely rare

**Storage** In a cool place, shelf life two years

**Packs** 10 g (£0.35 trade) and 25 g (£0.75)

**Supply restrictions** Therapeutic Substances Act  
**Issued** August 1, 1971

**TRICADERM solution**

**Manufacturer** E. R. Squibb & Sons Ltd, Regal House, Twickenham, Middx

**Description** A colourless solution containing triamcinolone acetate 0.2 per cent, salicylic acid 2.0 per cent and benzalkonium chloride 0.05 per cent incorporated in an alcohol base.

**Indications** Steroid-responsive dermatoses of the scalp and face such as seborrhoea, psoriasis and circumscribed chronic dermatoses including chronic discoid lupus erythematoses, alopecia areata and mycosis fungoides

**Method of use** Should be applied to the affected areas each evening before the patient retires. The solution should be massaged to cover the affected area. If a standard or occlusive dressing is to be used, it should be removed in the morning. On improvement, treatment may be repeated only every second or third night. Therapy should not continue for more than four weeks

**Precautions** Caution should be exercised in dermatoses of the scalp where deep-seated infections are suspected. Systemic absorption could occur if occlusive dressings are used for an extensive area of the scalp. The solution should be kept away from the eyes

**Side effects** Local intolerance due to triamcinolone acetate and benzalkonium chloride is rare; however, salicylic acid can be mildly irritating

**Storage** In a cool place, recommended shelf life two years

**Pack** Bottle of 25 mls with press-a-drop dispenser (£2.00 trade)

**Supply restrictions** Therapeutic Substances Act  
**Issued** July 1971

# TRADE NEWS

**Verdiviton from Squibb**

Verdiviton elixir is the correct name of the product introduced by E. R. Squibb & Sons Ltd for maintaining levels of vitamin B (see *C&D* last week, p 102).

**Adenotriphos ampoules and tablets**

Rona Laboratories Ltd, Cadwell Lane, Hitchin, SG4 0SF, point out that Adenotriphos is still available in packs of 100 tablets and 6 ampoules, although the pack of 500 tablets is withdrawn.

**Affair perfume atomiser**

Gala have added to their Affair range a perfume atomiser (£0.75). The fragrance is in a cut glass container with a black cap embossed in gold. (Gala of London, Myram Picker Ltd, Hook Rise, Kingston Bypass, Surbiton, Surrey).

**Bisma-Rex—formulation change**

Minnesota 3M Laboratories Ltd have removed diastase from their proprietary antacid product Bisma-Rex (powder and tablets). In all other respects the composition remains unchanged. Stocks of the existing formulation are not being withdrawn.

**Elnett size change**

L'Oreal are currently introducing a 500-g size Elnett Satin hairspray (£1.45) to replace the 450-g aerosol. Golden Ltd, 18 Bruton Street, London W1A 1BX, point out that the new size incorporates the increasingly popular micro diffuser spray head and is available in normal and extra hold strengths.

**Anacal manufacturers**

Under the heading Prescription Specialities in *C&D*, July 3, page 15, Inter-Alia Pharmaceutical Services Ltd were named as manufacturers of Anacal ointment and suppositories. They are, in fact, the UK distributors. Manufacturers are Luitpold-Werk, Munich.

**Steroid-containing tape**

Dista Products Ltd, Fleming Road, Speke, Liverpool 24, are introducing on July 26, Haelan tape for the steroid treatment of resistant skin conditions. The product is available only to hospitals, and is not prescribable on form EC10.

Haelan tape is a translucent adhesive polythene film which contains 4 mcg of flurandrenolone per sq cm. It is supplied in 200-cm rolls, 7.5 cm wide.

**A tube pack**

Bencard, Beecham House, Great West Road, Brentford, Middlesex, announce the availability from July 30 of a new formulation of Aserbine cream in a 100 g tube

(£0.60). Until September 13 the tube will be supplied when specifically requested, and after that date it will be supplied automatically unless the Aserbine pot is specified. The company say that since the pot is not discontinued, no credit will be given for pot packs which are returned.

**Rynacrom insufflators**

Fisons Ltd Pharmaceutical Division, Derby Road, Loughborough, Leicestershire, LE11 0BB, announce that in order to meet the demand for Rynacrom insufflators from chemists who need to dispense an insufflator with an initial prescription of less than one hundred capsules, insufflators are available free of charge from wholesalers.

**Ananase Forte**

Crookes Laboratories Ltd announce the introduction of Ananase Forte tablets, which are intended to facilitate treatment with this preparation. Each orange-yellow sugar coated tablet contains 100,000 Rorer units of proteolytic activity. There are two packs, 25 (£1.42) and 250 (£11.77).

Supplies of Ananase tablets are still available from Basingstoke at present, and will continue for some time to clear off the existing stocks, but it is envisaged that these will be discontinued later in the year.

**Geordie concentrate**

The Geordie Home Brew Kits, 28 Clive Street, North Shields, Northumberland, already market eight kits using dry ingredients. They have now decided to enter the liquid concentrate market and have brought out three new kits for making lager, bitter and mild beers in five gallon quantities. The kits are packed in a gold foil carton and consist of a can of "hopped" malt extract, together with yeast, finings and brewing salts.

**Two best sellers return**

Two old Rimmel favourites have been re-introduced. They are Violet Oatmeal (£0.47) and Toilet Vinegar (£0.55). The label on the drum containing the Violet Oatmeal for the Complexion and the label on the bottle containing the Toilet Vinegar are based on the original Jules Cheret designs.

**Trade shows next week****Hendon, London NW 4**

*Hendon Hall Hotel*, August 1-6, Shulton (Great Britain) Ltd, August 2-6, Columbia Products Co Ltd, Cussons Sons & Co Ltd, August 2-5, H. Bronnley & Co Ltd.

**Bristol**

*Unicorn Hotel*, August 3-5, Faberge Inc.

## Bonus offers

Menley & James Laboratories, Welwyn Garden City. Ironplan. 12 invoiced as 11. ECM Laboratories Limited, 50 Unthank Road, Norwich, Norfolk, NOR 28E. New and introductory bonus. Prottyd 50. 5 invoiced as 4.

Southon-Horton Laboratories Ltd, Herbert House, Slade Green, Erith, Kent. Esobac-tulin. An additional 5 per cent discount on direct orders (until August 31).



## PROMOTIONS

### Wella conditioner relaunched with bonus

An energetic relaunch campaign for Wella's conditioner is aimed at making the product the brand leader by the end of the year.

The relaunch has put the conditioner in individual application sachets—expected to increase the number of women keen to try it. Their confidence won, the customers should come back for the new plastic bottle that contains a new large quantity of 38 cc, enough for three applications.

An introductory display pack contains both bottles and sachets, and a generous bonus is available until August 13.

The conditioner will have its own advertising campaign, consisting of half pages in full colour, in *Vogue*, *She*, *Photoplay*, *True Story*, *True Romances* and *Woman's Story* for all of September, October and November. In *Honey* and *Good Housekeeping* space has been booked for September and October, and for *Nineteen* in September. (Wella Great Britain Ltd, Wella Road, Basingstoke, Hants.)

### National Ironplan campaign

A major advertising campaign covering TV, national newspapers and women's magazines will launch Menley & James Laboratories' Ironplan tonic capsules on August 31. In the first month alone they will spend £35,000 on TV advertising to introduce Ironplan to customers.

The launch comes after intensive test marketing in Tyne-Tees.

Ironplan is a chemist-only product for counter prescription for simple iron deficiency anaemia.

The TV advertising campaign uses 30 second spots and will introduce Ironplan to 86.4 per cent of all adults. The press campaign is aimed to cover 83.4 per cent of all women aged 35-45. The schedule includes the *Daily Mirror*, *Daily Express*, *Sun*, *News of the World*, *The People* and *Sunday Mirror*. It also starts on August 31. The company say: "The target audience is that 17 per cent of the population, mostly women aged 35-45, who regularly take tonics."

### Sylvasun trade incentives

Intec Proprietaries are giving away Polaroid sunglasses, Polaroid cameras, and sailing dinghies in a Sylvasun trade promotion linked with an intensive consumer advertising campaign in *The Sun*, *Daily Express*, *Daily Mirror*, *Sunday Mirror*, *People* and *News of the World*.

A "mystery shopper" campaign starts August 6 and runs for two weeks. "Mystery shoppers" will visit over 1,000 Sylvasun outlets to the UK, and if, when asked for the best product to prevent sunburn, the assistant recommends Sylvasun, she is automatically presented with a pair of Polaroid sunglasses. If the shop itself has the Sylvasun dispenser on dis-



play, all the assistants in the shop are entitled to enter a competition in which there are prizes of Polaroid Colorpack 80 cameras.

A wholesale sales incentive scheme includes prizes of sailing dinghies and Polaroid cameras. A retail incentive scheme offers an elegant whisky tumbler with every dozen cartons ordered; six tumblers with 5 doz. (Intec Proprietaries (UK) Ltd, Crown House, London Road, Morden, Surrey.)

### Bathroom jar pack for Radox

For a consumer promotion in August, large size Radox (538 g) is being specially packed in a free elegant bathroom jar.

The jars are packed in window cartons, printed in the normal pink, blue and green colours to indicate the fragrance and bearing wording which displays and explains the offer to the purchaser.

Trade discount will be equivalent to 12 as 10 to permit an attractive mark down. The offer will be given national television support by 15-second and 7-second commercials in colour.

The jar is moulded in ivory-coloured polythene, with Radox discreetly embossed in script, and it has a matching stopper. (Nicholas Products Ltd, 225 Bath Road, Slough, Bucks.)

### Trufood repeat 'free tin' offer

Trufood are repeating their refund offer for baby milk, August 2-March 31 1972.

A new display piece has been produced, designed so that it can be folded and erected in different ways. It can hold two or four tins of the product and can stand on the counter or be used as a shelf-edge without restricting the number of cans normally stacked there. A pocket carries a supply of leaflets which explain the scheme to the mother and include a coupon for her to claim back the cost of the first tin of baby milk.

Supplies of leaflets and the display piece can be obtained from the company's representatives or direct from Trufood Baby Foods, Guildford, Surrey.

### The most wanted . . .

The eight finalists in the Du Pont "Most Wanted Woman on Earth Competition" last week had the chance to see,

try and wear, for the competition, advance samples of new lipsticks and Soul Set eye-shadows, colours being produced by Yardley for Autumn 1971.

In the Playroom in the Bond Street Salon the girls tried out the Yardley Soul Shimmer lipsticks. They dabbled with new darker Shimmerine nail varnish shades, the Soul Set powder pearl eye-shadows and glimmering Pearly Shiners. The winning girl, Gloria Cannon, from Birmingham, wore Daffodil, Olive and Apple Green Soul Set eye-shadow, Sugar Plum lustre lipstick and natural black Luv lashes. She was awarded prizes worth £7,000, including two tickets to the Italian Grand Prix in Monza, as guests of Yardley BRM, plus a course of beauty treatments in the Yardley salon.

The second and third prizewinners received travelling cases, and Yardley Sea Jade perfume and toiletries worth £25 and £20 respectively.

### Effident extra value

Effident denture cleanser are currently running an "extra tablet" promotion consisting of a flash pack denoting two extra free tablets on the standard size, four extra free tablets on the large size and six extra free tablets on the economy size. (Richard Hudnut Ltd, Chestnut Avenue, Eastleigh, Hants.)

### Proteinail encore

Nutress Laboratories (Distributors, Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland) are repeating their successful promotion held last year for Proteinail. Two 1½ oz tubes of Proteinail banded together are available to the public for the price of only one tube. Suggested retail price per double pack: 47p.

## ON TV NEXT WEEK

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

Anadin: Lc, Y, Sc, So, NE, U, We, B, G, CI

Astral: Ln, Y, Sc, NE, A, U, B

Body Mist: All except E

Brylcreem: All except E

Cool Charm: Ln, So

Erasmic: Ln, Lc

Fiesta household towels: M

Fresh & Dry: Ln

Iron Jelloids: NE

Lucozade: All except E

Macleans Freshmint: All except E

Poli-grip: Ln, Lc, Sc, WW, So, A, U, We, CI

Reban: Lc

Signal: All except E

Silvikrin hairspray: So

Silvikrin shampoo: So

SR: All areas

Sunsilk shampoo: All areas

Sunsilk hairspray: So

Sure: All areas

Syntex skin care: CI

Yardley Sea Jade: All areas



# Bidex has grown two new fragrances.

Order now at  
special bonus terms

Now Bidex Spray Mist comes in three different fragrances. The original pink-and-white best-seller with the *Naturelle* fragrance is joined by *Fraîche* in a lilac-coloured aerosol and *Délicate* in soft yellow.

Order quickly, while the additional bonus applies.

Look out, too, for new developments in Bidex Spray Talc and Bidex sachets. They're all part of the dynamic growth of Bidex, the fastest-growing brand in a market that's almost doubling every year.

## All day Bidex.

It's growing fastest.





# Depilatories: bad memories die hard—but the outlook is favourable

by A. F. L. Deeson, MA PhD DSc

Facts and figures on the depilatory market are few and far between, but three things seem certain:

- ☐ This is overwhelmingly a chemist's market.
- ☐ The growth potential is enormous.
- ☐ The actual growth per annum is small at the present time.

With the continued popularity of the mini skirt, the trend to ever more revealing bathing costumes and the established popularity of hot pants, the growth rate should be terrific.

But when a small cross section of women between 25 and 35 was interviewed, not one out of a sample of 24 used depilatories — all stuck to the razor (and very often borrowed this from husband or father).

The main reasons given for this conservatism were (1) cost of chemical depilatories; (2) their inconvenience in use; and (3) their unpleasant smell. This suggests fruitful lines for both manufacturers' advertising and point-of-sale talk on the beauty counter.

"Unpleasant smell" is years out of date. Once, it is true, the calcium thioglycolate on which many depilatories are based produced a distasteful, faintly sulphurous odour, but manufacturers have invested heavily in devising masking perfumes and have succeeded completely. When Veet O was originally introduced (now Reckitt & Colman) they had this difficulty well in mind. The "O" in the product name stands for odourless.

Cost? Of course, a depilatory is dearer than a borrowed razor and a piece of soap but it seems to me that women accept too readily this scratchy, painful process, sore skin, the occasional nick — and a new growth of hair which is blunt, harsh and stubbly.

A chemical depilatory which is rubbed or sprayed on removes hair at the neck of the follicle, whereas the razor only removes it level with the surface of the epidermis — so new growth becomes noticeable sooner.

Manufacturers' research in this field is continuous and for the customer who complains about the messiness of chemical depilatories it is always worth drawing her attention to the new aerosol applicators which, although expensive, win hands down for convenience. Special removing mixtures are also in prospect to make rinsing away easier.

Nevertheless, it must be admitted that chemical depilatories as we know them now are more of a nuisance to use than a razor, and that is why most manufacturers concentrate on the teenage market, to catch young girls before they start to shave with a razor.

Depilatories have to be sold on a cosmetic basis — that they make women more beautiful and desirable and that they repay the time and cost in better results.

## Market size

Very much a neglected market, statistically, most estimates put it small, at around £2 million retail. However, there are indications that even this is a considerable over-estimate. International Chemical Co (Immac), who are the brand leaders, and Carteret Products (Nair) estimate it at only a little over £1 million and it is doubtful if it is more than £1.25 million at most.

The IPC Marketing Manual suggests a growth of about 1 per cent per annum and Immac agree. Eighteen per cent of all women used a depilatory in 1965. By 1970 usage had grown to 23 per cent. If growth is to be hastened it seems manufacturers and retailers alike must push the sale of depilatories outside of the present market, largely teenagers, to older women who may retain unpleasant memories of some of the earlier products and their accompanying drawbacks.

## Chemists' share

It is certainly to the advantage of the chemist to spend time and trouble in developing this market because 80-85 per cent of it is already in his hands. The rest is shared by the grocery chains,

supermarkets, variety and department stores.

Over all these the chemist has a distinct advantage because he can explain with authority how the modern depilatory works and how, apart from making obtrusive regrowth slower, the chemical action ensures that the regrowth has the fine tapered ends of first growth hair instead of the coarse stubble which is a feature of hair shaved by the razor.

He can also provide reassurance and advice. Modern chemical depilatories are prepared for the average range of hair types and skin conditions, but customers may have permanent or temporary allergies and so test applications are always desirable. Many come in two strengths for the two different main areas of application: legs, and underarm and facial areas.

Carteret Products (Nair) are working on the establishment of a barrier between the skin and the active chemicals to protect more delicate skins. They also have a depilatory consultant who will give general advice to beauty counter assistants.

## Brand Leader

The IPC Marketing Manual suggests the following brand leaders and percentages of the market: Immac, 43 per cent; Veet, 33 per cent; Nair, 9 per cent; Buto, 6 per cent.

On the basis of actual retail sales, Immac adjust these percentages slightly, giving themselves 45 per cent, Veet 30 per cent; Nair 9-12 per cent and Buto 5-7 per cent.

Immac's prices range from a sachet at 9½p for a single trial application to £1.25 for their aerosol (not for facial use) which was launched just over a year ago.

First in the aerosol field was Spray Away from Total Beauty. Other aerosol packs include Seventh Veil from Seventh Veil Cosmetics.

Buto from Biometica was launched as long ago as 1938 and they claim it was the first depilatory to mask the unpleasant odour of the basic ingredient — with a rose scented perfume.

## Advertising

Principal advertisers in this field are Immac, Veet, Tao Clinic and Nair. Except for Immac, most of the expenditure goes in the teenage and women's magazines. Only Immac centre their main appeal on television. Altogether, rather more than £250,000 is spent each year on press and television, which is quite a tidy sum if the market is only £1-1.25 million at retail prices.

Last year Nair created a minor sensation by featuring a full frontal nude in a number of magazines including *Woman's Own*, *Honey* and *19*, using the sales line "Wipe away hair with Nair."

Veet advertises on the theme of the "Gentle way to remove hair," based on the fact that they use two active ingredients in their product, one of which first strips the natural oil from the hair before the second removes it. Veet are believed to be planning major promotions during the next few months. When this product was owned by Dae Health Laboratories,



heavy advertising appeared in both the national newspapers and in women's magazines.

Immac's current television advertising concentrates on the superior effects of chemical depilatories when compared with razors. This year International Chemical will sell Immac as a range, including the aerosol pack.

### Below the line

While there are no particular exciting gimmicks in below-the-line advertising for these products, most manufacturers produce a steady stream of attractive point-of-sale material and chemists should use this to promote interest in, and awareness of, depilatories. Too many women appear

to take the razor for granted and have made an "all time" decision in favour of using it.

They need to be jogged when they are in the shop and only the pharmacist is able to provide the authoritative advice and reassurance needed.

It is quite clear from this survey that the razor is the main barrier to the increase in sales of chemical depilatories. It is very difficult to estimate how many women practise some form of depilation but it has been suggested that, of those who do, about 60 per cent still use a razor, about 23 per cent use one or other of the chemical depilatories and the remaining 17 per cent some other means, such as wax or electrolysis.



Of all women in the United Kingdom the IPC Marketing Manual estimates that about 21 per cent use chemical depilatories.

At present the sale of chemical depilatories is primarily to the teenage market.

The Cosmetic and Toiletries Survey for 1970 states that 44 per cent of the 16-18 age group use depilatories regularly but even in this most beauty-conscious group, 49 per cent have never used them and 7 per cent have tried and given up. Next most frequent users are the 19-24 year olds, followed by the 25-34's. In the 35-54 group 9 per cent are users.

### Regularity of use

Most regular purchasers use chemical depilatories only once a month; the next biggest group use them every fortnight.

Depilatory usage stretches across the socio-economic groups fairly evenly — 25 per cent of all AB and C1 women; 24 per cent of C2 and 19 per cent DE groups. Immac believe that most of their sales go to ABC1 women; Veet, possibly because of the price advantage, is believed to have the edge in the DE market.

By area, more women in the north-west (29 per cent) use depilatories. In the north and north-east the figure is 25 per cent; in the south-west and Wales 23 per cent. Surprisingly, London and the South-east is near the bottom of the table with 21 per cent, only just exceeding Scotland (20 per cent).

The youthfulness of the majority of users of depilatories is clearly indicated by their reading habits. Of a cross section interviewed by far the most read *Honey*, *Petticoat*, *19* and *Flair*. However, users of depilatories among *Vogue* readers are high, too.

### The future

Although the annual growth of depilatories has been small, there are indications that it will accelerate over the next two or three years: ever greater attention to personal hygiene; the current fashion trends reveal more and more; a slow but sure realisation of the positive benefits of the chemical depilatory over the razor, even if more troublesome to apply; and the growing popularity of the aerosol will all combine to increase the trend.

This is evidenced by the tendency for sales of depilatories to remain more constant during the winter months; a few years ago major sales were from May-August, and while these are still the best months, "out of season" sales have increased.

As this market grows, the pharmacist should do everything possible to ensure that it does not slip from his fingers as so many markets have done in the past. It is yours now and should be kept that way. First, by ensuring that customers are always aware that you sell depilatories when they enter your shop, by displays and other point-of-sale material to back the considerable volume of manufacturers' advertising. Secondly, by using to the full your unique position to give help and advice to would-be purchasers and to show them why a chemical depilatory is so much more efficient and produces better results than a razor.



# Cash in on the biggest Aronde campaign ever!

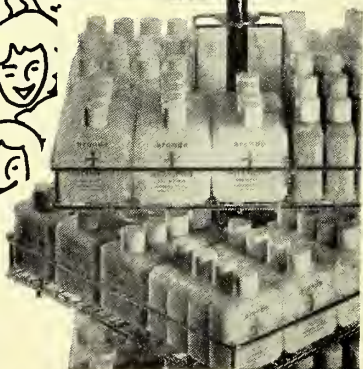
SEEN BY  
**15,500,000**  
WOMEN!

5,000,000 women will see the fabulous 30-second T.V. commercial! 5,500,000 women will see the Woman's Own campaign! 3,250,000 fashion conscious women will see advertisements in Fabulous, Hers, Honey, Mirabelle, 19, Petticoat, Rave and Valentine! And some 1,850,000 women will see the big-space advertising in Annabel, Flair, 19, Nova, She, Vanity Fair and Woman's Journal!

Which all adds up to some 15,500,000 women with 34,500,000 opportunities to see this—the most fantastic Aronde campaign ever! And that adds up to bigger and better sales than ever! So make sure you stock up now and have the stocks to meet the demand!



Only ten new pence makes beauty sense  
A SENSATIONAL BEAUTY RANGE  
10p  
→ aronde



## aronde

Columbia Products Ltd., Sherbourne Avenue, Binstead, Ryde, Isle of Wight. Tel: Ryde 3761.

# Sparkling promotion from Andrews.



Starting in August there'll be '10% more Andrews' in every special large size can. And everyone's going to know about it thanks to heavy TV support.

Give your summer sales the Andrews sparkle; order this special pack from your wholesaler or the Phillips Laboratories representative.

**An SET reduction offer from Andrews.**



# PROFESSIONAL NEWS

## Dispensing doctors review by Health Board in NI

A review of all patients on dispensing doctors' lists is to be undertaken by the Health Service Board, the Pharmaceutical Society of Northern Ireland's council was told at its July meeting.

A letter from the Ministry of Health and Social Services was read regarding a joint meeting between representatives of the council and officials of the Ministry held in April to discuss dispensing doctors practising from health centres.

The letter stated that the Ministry could not agree with certain of the statements put forward by the council's representatives, but added that it was possible that the Health Service Board's lists of patients, could be out of date due to the failure of people to notify the Board about changes of address and that some patients still on the lists of dispensing doctors may no longer fulfil the criteria of the regulations to remain so.

### Patients' choice

It was also stated that some patients who come within the regulations concerning dispensing doctors may not be fully aware of their choice to have prescriptions dispensed by a pharmacist.

The Ministry had drawn the attention of the Board to these two matters and the Board was embarking on a review of all patients on dispensing doctors' lists to ensure that they satisfy the terms of the regulations. In addition the Board are issuing a printed slip with each new medical card given to a patient admitted to a dispensing doctor's list advising the patient of his choice to have prescriptions dispensed by a pharmacist.

It was agreed to contact the Ministry again about the matter and to send a copy of the Ministry's letter to a number of pharmacists practising in areas where there were dispensing doctors.

Arising out of the report of the Education Committee the Secretary said that 13 graduates had registered as students during the year. Some of these, however, were engaged in research and might not undergo the one year period of practical training.

Mrs C. B. A. Watson reported on a meeting which she, the president, Mr J. L. McIntyre and the secretary had had with the one candidate involved in the Society's qualifying examination. They had endeavoured to find out the candidate's difficulties and to assist her in any way possible. Mrs Watson believed that the most important thing was to attempt to arrange some course of instruction for the candidate and this was likely to prove difficult. In October next the Department of Pharmacy would be accommodated in the University and it would be difficult to provide instruction for some-

one following the syllabus for the Society's examination.

However, an attempt was being made and the candidate had agreed to approach Mrs Watson if any difficulties arose.

In reply to a question, the president said the candidate concerned had been informed that the Society's examination would not continue after 1972, other than for graduates taking the examination in Forensic Pharmacy.

A report from Mr J. Kerr who represented the Society at the council meeting of the Commonwealth Pharmaceutical Association held in London from the 21st to the 25th of June was received and a discussion took place about having the Society represented at the conference to be held in Melbourne in February, 1972. The report from the Finance Committee was adopted.

On the motion of Mr T. A. Gray, seconded by Mr J. D. Pollock it was agreed to co-opt Mr G. E. McIlhagger as a member of the Council to fill the vacancy caused by the death of Mr Gamble.

The president and secretary reported on their visit to London to attend a meeting of the Council of the Pharmaceutical Society of Great Britain. They had obtained some very useful information about pharmacy under the European Economic Committee that would be helpful when the joint Law and Education Committee meeting was held.

The following examiners were nominated to conduct the Society's Part II Part B examination in 1972: Pharmaceutics: N. H. Booth, MSc,FPS, W. Woodside MSc,MPS; Chemistry: F. Perks, BSc, PhD,FRIC,FPS,DBA; Pharmacology: Professor C. M. W. Wilson, MD,BSc, J. Swanton, BSc,D.ChemPharmacology.

## Guild special meeting brings changes

The special general meeting of the Guild of Public Pharmacists, held on July 24 to receive a full report of the Noel Hall negotiations (*C&D*, July 10, page 51) passed a motion criticising the Guild's council for previously failing to keep the membership informed of progress made.

Following a statement by Mr J. G. Roberts, salaries secretary to the Guild, about the position of the negotiations, there were more than 100 signatories to a declaration drawn up at the meeting which stated:

"I accept the recommendation of the Guild Council that the offer of an increase in salaries of 8 per cent be accepted together with the salary scales offered for the Noel Hall grades while recognising that these conditions were agreed under circumstances amounting to duress.

"The Whitley Council must, however,

press for better assimilation terms.

"I believe that the salary scales offered are inadequate and will not result in the recruitment of such pharmacists as are necessary for the implementation of the Noel Hall Report."

The meeting agreed to the proposed change of name to the Guild of Hospital Pharmacists and also that it should be registered as a company in order to seek inclusion in the Special Register under the provisions of the Industrial Relations Bill.

The president and other officers of the Guild council will be elected directors of the company.

Election rules were also amended by the meeting. The changes mean that nominations for election will go in earlier and that voting papers and the agenda for the annual general meeting will be available to members sooner.

## 100 years of 'dry' photography

In 1871 the use of gelatin in conjunction with silver bromide in place of collodion for coating glass plates for photographic purposes was proposed by R. L. Maddox. He produced his emulsion by adding the silver salt solution to one of gelatin containing cadmium bromide.

Though "wet" plates continued for many years, especially in the photo-engraving business, "dry" photography was born through Maddox's discovery.

But the first gelatin dry plates were too slow in their reaction to light, too uncertain in their results, and too difficult to prepare to achieve instant popularity.

J. Kennett was prompt to put on the market a dry, washed emulsion that the user could dissolve in warm water and himself apply to glass plates.

Then J. Swan, pharmacist and inventor (later to become Sir Joseph Swan, FRS) took a hand. He studied the shortcomings of the emulsion and introduced improvements that made the dry plate comparable with collodion in sensitivity. His firm, Mawson & Swan, Newcastle-upon-Tyne, began to market the plates, although they were principal suppliers of collodion.

A further discovery by Swan, namely that variations in emulsion sensitivities could be overcome by carefully controlling the temperature at which the emulsion was applied to the glass, gave the Mawson & Swan dry plates a considerable advantage over competitive products until the secret became generally known.

Other manufacturers came into the field. In 1877 three were established that became well known. They were the Liverpool Dry Plate Co. Wratten & Wainwright and B. J. Edwards. Still two more years elapsed before the speeds became in any way comparable with those of today.

Photography then really caught on as a pastime for amateurs and as a basis for specialist retail trading.



# MARKET NEWS

## Mercury salts up £0.35 kg

London, July 28: Most mercury salts advanced by £0.35 kg during the week. Pilocarpine was also dearer the hydrochloride being up to £102 kg from £93.

In crude drugs interest continues at a low ebb. Prices were mostly unchanged on the week. Exceptions included balsam Peru, turmeric and Nigerian ginger all of which were dearer and belladonna herb, cassia lignea. Chinese menthol for shipment and Cochin ginger, which were lower.

Shipments of Tinnevely senna during June from Tuticorin included:

	UK tons	US tons	Europe tons
Senna leaves	4	54	221
pods	4	—	90

Lower prices were operating for Brazilian peppermint and American spearmint. Sweet orange from Florida is firmer.

## Pharmaceutical chemicals

**Acetomenaphthone:** £5.62½ kg for 100-kg.  
**Adrenaline:** (Per g) Synthetic 1-kg lots, £0.059 500 g (£0.067); acid tartrate, 1 kg (£0.44); 500 g (£0.05).  
**Alolin:** 50-kg lots £7.20 kg.  
**Aminacrine hydrochloride:** £30 kg  
**Ammonium bicarbonate:** £55 metric ton delivered; carbonate lump and powder £88.20.  
**Ascorbic acid:** 50-kg lots £1.80 kg; sodium ascorbate £2.03.  
**Aspirin:** Per metric ton, in 10-ton lots £525; 5-ton £530; 1-ton £540.  
**Bemegride:** BPC £16 kg.  
**Benzamine lactate:** 500-kg lots, £51.15 kg.  
**Benzocaine:** 50-kg lots £1.48 kg.  
**Brucine:** (1-kg lots) alkaloid £21.75; sulphate £17.50.  
**Calamine:** BP £0.62 kg per metric ton.  
**Calcium lactate:** 250-kg £412 per metric ton.  
**Calcium pantothenate:** £5.23 kg; 25-kg, £5.18 kg.  
**Cantharadin:** £75 per 100 g.  
**Chloroform:** BP from £213.55 per metric ton in 280-kg drums to £222.75 in 36-kg drums.  
**Chlorophenesin:** 50-kg lots £3.62½ kg.  
**Cinchocaine hydrochloride:** £42.50 kg.  
**Cocaine:** Alkaloid £222 kg; hydrochloride £202.75 Subject to DDA Regulations.  
**Cyanocobalamin:** Up to 200-g lots £2 per g.  
**Dexamethorphan:** Hydrobromide £98.53 kg.  
**Dienoestrol:** 5-kilo lots £62.50 kg.  
**Emetine:** hydrochloride £375 kg;—bismuth iodide £212.50.  
**Ephedrine:** (25-kg per kg) alkaloid £11.64; hydrochloride £9.25; sulphate £9.50.  
**Ferrous gluconate:** (Per metric ton) 25-kg lots £600; 250-1,000 kg £554.  
**Ferrous phosphate:** In kegs £0.46 kg.  
**Folic acid:** 1-kg £32; 50-kg £28.29.  
**Glucose:** (Per metric ton in 10-ton lots), monohydrate powder £83.70; anhydrous £156. Liquid 43° Baume £69 (5-drum lots).  
**Glycerin:** BP spot lots, 5,000-kg £211.60 per metric ton; 1,000-kg £214.55; 250-kg £220.45 kg; under 250 kg, £250 kg.  
**Hyoscyamine sulphate:** per kg, £55.50  
**Magnesium carbonate:** (metric ton) heavy £185; light £175.  
**Mercury salts:** Per kg in 50-kg lots: ammoniated powder £5.20; oxides—yellow £5.95 and red £6.40; perchloride £4.45; subchloride £5.60—all plus £0.50 kg for under 50 kg. Iodide £5.35 kg for 25-kg.  
**Quinidine:** Alkaloid (5-kg lots) £42 kg; sulphate (50-kg) £35 kg.  
**Quinine:** (per kg for 85-kg lots) alkaloid £24.40; bisulphate £19.25; dihydrochloride £23.75; hydrochloride £23.50; sulphate £19.40; hydrobromide (15-kg) £25.70.

**Vitamin A:** Oily 1 m iu per g £6.68 kg; 5 kg £6.58 kg; dried acetate 325,000 iu per g £3.48 kg; 500,000 iu, £4.90.  
**Vitamin D<sub>2</sub>:** Powder for tableting 850,000 iu per g, £17.81 kg; 5-kg £17.75 kg.  
**Vitamin E:** (per kg) £9.25; 5 kg lots £9.15; 25 per cent dry powder £4.29 and £4.69 respectively.

## Essential and expressed oils

**Almond:** £500 metric ton, c and f, duty paid.  
**Amber:** Rectified spot £0.27½ kg.  
**Anise:** Chinese £1.43 kg spot; £1.38 cif.  
**Bay:** £6.25 kg.  
**Lemongrass:** £2.05 kg spot; £1.60, cif.  
**Nutmeg:** East Indian £4.95 kg. English distilled from West Indian £13.50.  
**Olive:** £305-310 metric ton fob Spain; spot £360-£365 long ton, duty paid. Tunisia £315-£320 metric ton c and f London.  
**Orange:** Sweet from £0.35 kg; bitter £6.15 £2.90.  
**Palmarosa:** £8.50 kg spot, £8, cif.  
**Patchouli:** Spot £4.25-£4.50 kg duty paid.  
**Pennyroyal:** Spot £1.80 kg.  
**Pepper:** English distilled ex black £35 kg.  
**Peppermint:** (Per kg) *Arvensis* Chinese £2.50 spot; £2.37, cif; Brazilian £2.21 spot; £2.18, cif. American *piperate* from £3.63-£4.10 as to source.  
**Petigrain:** Paraguay spot £2.80 kg, cif.  
**Pine:** (kg) *Abietis* £3.57, *Pumilionis* £6; *sylvestris* £1.62.  
**Rosemary:** Spanish £1.50 kg.  
**Sage:** Spanish £1.87 kg spot.  
**Sandalwood:** Mysore spot £13.25 kg. East Indian for shipment £12.50, cif.  
**Spearmint:** American £4.25 kg; Chinese spot £3.50 per kg; shipment £3.30, cif.

## Crude drugs

**Balsams:** (lb) **Canada:** £1.85 spot; £1.80 cif. **Copaiba:** BPC £0.60; Para £0.40. **Peru:** £1.15; £1.10; cif. **Tolu:** BP £0.70.  
**Belladonna:** Leaves £0.16 lb spot, £0.15, cif. herb £0.11 spot, £0.10, cif; root £0.10, spot; £0.09½, cif.  
**Cardamoms:** (Per lb cif) Alleppy greens No. 1, £0.95 prime seeds £1.20.  
**Cascara:** spot £19 cwt; £18.25, cif.  
**Cassia:** *Lignea*, whole £512.50 metric ton, cif.  
**Ginger:** (long ton) Cochin £295, cif. Jamaican No. 3 spot £1,200; Nigerian split £280; £252 cif; peeled £400 spot; £350 cif.  
**Mace:** Grenada, unassorted £0.35 lb, cif.  
**Menthol:** (kg) Chinese spot £6.85; shipment £6.75, cif. Brazilian spot £5.45; £5.30, cif.  
**Mercury:** Spot £212 per flask of 78 lb.  
**Nutmeg:** (Per lb, cif). Grenada: 80's £600; sound unassorted £450, defectives £395. East Indian 80's £560; sound unassorted £440; 110's £527.  
**Seeds** (long ton) **Anise:** China star £175, spot; Spanish green £247.50. **Caraway:** Dutch ex wharf £300. **Celery:** Indian £295 spot; £245 forward cif. **Coriander:** Rumanian split £74 metric ton, cif; Moroccan £89, cif long ton, £92.50 spot. **Cumin:** Indian £235, cif. **Dill:** Indian £120, cif. **Fennel:** Indian £140, cif. **Fenugreek:** Moroccan £59.50 cif. **Mustard:** £3.16 spot.

# COMING EVENTS

## Advance Information

**International Conference on Alcoholism and Addiction,** Dun Laoghaire, Dublin, October 5-8. Details from: The Conference Secretary, Irish National Council on Alcoholism, 19-20 Fleet Street, Dublin 2.  
**Pakex 72,** international packaging exhibition, Olympia, London, W 14, October 9-13, 1972.  
**Institute of Pharmacy Management,** Pharmaceutical Society's headquarters, 17 Bloomsbury Square, London, WC 1, on October 11. Four-day study course (fee, £30).  
**Children Region, Pharmaceutical Society,** Chelsea College of Science and Technology, on Tuesday evenings from October 12 to November 23, at 7.30 pm. Lectures on: "Adverse Drug Reactions."  
**Children Region, Pharmaceutical Society,** Nuffield Maternity House, Radcliffe Infirmary, Oxford, Sunday, October 17. Extension course on "Drugs and Medicine." Fee £3.

# INFORMATION FOR MANUFACTURERS

## Disposable wipers

A new disposable wiper created for use in the laboratory, and where chemicals are handled, to provide an economical replacement for textile cleaning cloths has been announced by Kleenaroll.

The fabric is lint-free and readily absorbs liquids up to seven times its own weight. Because of its unusually high wet strength it can be rinsed and used again. Supplied in cartons of 4 rolls (£10.00). Each roll being 9 ins wide and containing 925 ft of fabric. A white stove enamelled dispensing cabinet (£2.00) is available. (Kleenaroll Ltd, 13 Church Lane, London, N2.)

## For own brand prepacks

James of Manchester Ltd, Beswick Row, Manchester, have introduced Jimpaks to enable large or small manufacturers, importers, wholesalers and shopkeepers to do their own display branding at an economical price.

Jimpaks are envelope packs in clear PVC and are with white, blue, red or yellow backings. They have the Continental bar slot for display and peg board hanging and there is a pocket to take the user company's header card.

The crystal clear PVC does not attract dust and the pack itself is said to be virtually indestructible in transit. It is designed so that small products remain suspended in the pack to provide maximum display value.

They can also be useful for test marketing and sales promotions. Sizes range from 70 x 35 mm to 100 x 35 mm with five intermediate sizes. Prices are from 1½p to 3p for small quantities (minimum 100 packs).

Quantity discounts are available and delivery is normally ex-stock. Being available a hundred at a time means that the retailer can have a modern prepack for the minimum cost without having to carry large stocks.

## Packaging service

A new company, Wasdell Packaging Ltd, Upper Mills Estate, Bristol Road, Stonehouse, Glos. Tel. 2343, has been formed to provide a contract packaging service for the pharmaceutical and cosmetic industries.

Semi and fully automatic machines have been installed for handling liquids, creams and tablets in a new single-storey building. Partitioning will be erected between different packaging operations.

# SPORT

**South London and Surrey Pharmacists Golfing Society.** Results of the meeting held at Walton Heath golf club on July 21 for the Verona Trophy were: 1, A. Wilson, 42 pts; 2, C. Jamieson, 39 pts; 3, S. G. Mote, 38 pts. Scratch prize, A. Reary (7), gross 84.



# Classified advertisements

## Classified Advertisement Rates

Display: £4 per s.c.i. min. 1" s.c. (1" x 1 1/2"); 1/2 page (4 1/2" x 3 1/2") £36; 1/4 page (4 1/2" x 7") or (9" x 3 1/2") £58; 1 page (9 1/2" x 7") £98.

Screen: 100

Semi-Display: £3 per s.c.i. min. 1" s.c.

Lineage: 30c per line, min 5 lines @ £1.50

Box Numbers: 15p extra

Series Discounts: 5% discount on 3 insertions and over; 15% discount on 13 insertions and over

Headings: All advertisements appear under appropriate headings

Copy Date: 4 pm Tuesday prior to publication date; Advertisements should be prepaid

Publication Date: Every Saturday

Post to: John Thelwell, Classified Advertisements, Chemist & Druggist, Bouverie House, 154 Fleet St., London, EC4A 2DL

Telephone: 01-353 3212

Circulation: A.B.C. July/December 1970, 15,879

NEW END HOSPITAL,  
N.W.3.

## Senior Pharmacist

for the recently modernised department at the above hospital situated very close to Hampstead Heath. Living accommodation in Hampstead available if required.

Applications, naming two referees to Group Chief Pharmacist, Royal Free Hospital, Gray's Inn Road, London, WC1X 8LF.

## Agents

### Gentlemen (and Ladies)

with first-class connections to Chemists, also Ladies Hairdressers are invited to apply for sole district agencies of high-class merchandise from Switzerland.

Box No. 1788

AGENCIES WANTED FOR  
N. IRELAND

I have experience in selling surgical hosiery, perfumes, cosmetics, toiletries, and many other products. My relations with retail pharmacists in this area are most cordial. Excellent references from previous employers. Send details to:

Alex McIlveen,  
39 Gortland Park, Belfast BT5 7NU

## Hospital appointments

The United Birmingham Hospitals  
**THE GENERAL HOSPITAL**  
Birmingham B4 6NH  
(Category V Teaching Hospital)

Applications are invited for the post of

### PHARMACIST

Excellent opportunity to gain experience in all aspects of Hospital Pharmacy.

Salary £1,325-£1,665 (at present under review), plus £25 for a higher qualification and a further £106 per annum for a weekly late clinic duty. Thirty-nine hour week with alternate Saturdays free.

Applications giving full particulars to: Chief Pharmacist, General Hospital, Steelhouse Lane, Birmingham B4 6NH.

## Miscellaneous

DENTYRBLEACH — the Perfect Denture Cleanser, 14p per bottle, Inc. Tax. Order now from your wholesaler.

Sole manufacturers:  
Oakes & Co Ltd, Hutton, Essex.  
Tel: 01-398 4650

MANLY MAN'S BELT. Nationally advertised "obtainable from chemists." £2.68. Full trade terms. Order by waist measurement from Manly Co., 23 Freshwater Parade, Bishopric, Horsham, Sussex. Telephone: Horsham 5426.

### FASHION JEWELLERY

Jodez (Manchester) Ltd.  
9 Sugar Lane & 34 Shudehill  
Manchester 4. DEAnsgate 6564  
Largest and most exclusive selection of Necklets, Brooches, Chainbelts, Dress Rings, Earrings (all types) Hair-Ornaments, etc. Limited quantity of clearing lines available, parcels from £5.00 and upwards.

LONDON BOROUGH  
OF HILLINGDON  
**SHOP TO LET**  
(with accommodation over)

For the trade of

### A CHEMIST

For further details apply:—

The Borough Valuer and  
Estates Officer,  
1122 Uxbridge Road,  
HAYES,  
Middlesex.  
(Telephone: 01-848 9886).

## Business opportunities

INVESTOR WITH ample funds available would be pleased to hear of any viable concern requiring additional capital. Box No. 1785.

## Ilford and District HMC

### GROUP PHARMACY

SENIOR PHARMACIST. This is a group post with duties at Barking Hospital, Upney Lane, Barking, Essex and King George Hospital, Whitley Council salary and conditions of service. Apply to Group Secretary, King George Hospital, Eastern Avenue, Newbury Park, Ilford, Essex.

WARLINGHAM PARK HOSPITAL, Warlingham, Surrey. Senior pharmacist — for duties at above progressive Psychiatric Hospital, with associated day hospitals and clinics. 5 day week. Hours adjusted to suit local transport facilities. Residence available for single woman if required. Salary on scale £1,446/£1,801 p.a. Applications for Part-Time duty also considered. Further details on direct enquiry to Chief Pharmacist, 820-2101. Applications to Group Secretary, General Hospital, London Road, Croydon, CR9 2RH.

### ST. BARTHOLOMEW'S HOSPITAL LONDON E.C.1.

SENIOR PHARMACIST required, 5 day week, Whitley Council Scales. Extra pay for evening clinics. The post, which will become vacant in early September, will be mainly concerned with the supervision of the analytical quality control laboratory but opportunities will exist for acquiring varied experience in the hospital. The development work of the department necessitates close collaboration with other disciplines in the hospital and the successful applicant will be closely involved in this work. Applications should be made to the Chief Pharmacist.

Sole Distributors would like to hear from Agents who must have excellent connections to Retail Chemists, and also Ladies Hairdressers to carry Prestige Merchandise in Yorks, Lancs, Midlands, Devon, Cornwall.

Box No. 1790

LONDON BOROUGH  
OF HILLINGDON  
**FIVE NEW SHOPS**

CRANFORD PARK ESTATE,  
HAYES, MIDDLESEX

Offers are invited for the leases of five new shops situated amidst the Cranford Park Estate where a scheme for Council housing development (in addition to existing dwellings) is nearing completion. "Essential" trades are preferred.

For particulars and form of application apply to:—

Eric W. Khon, BSc, FRICS,  
Borough Valuer and Estates  
Officer, 1122 Uxbridge Road,  
Hayes, Middlesex.  
(telephone 01-848 9886)

Please mention C & D when  
replying to advertisements.



# Classified advertisements

## Situations vacant

### Sales Executive Ethical Pharmaceuticals

An experienced man, probably in his early thirties, is required to administer the large field force of a rapidly growing international company for the Marketing Director and to collaborate with him in the formulation of marketing plans and budgets. Within a year or two he will run the field force directly and he must have potential eventually to succeed as Marketing Director.

He will already have 5 years' experience in promoting prescription specialities having progressed through medical representation and field management. Salary up to £4,000 depending on qualifications and experience. Company car. Send full details including salary history to Personnel Search, 20 Queen Street, Mayfair, London, W.1. No information will be disclosed to our client without your permission.

#### A vacancy exists for a MANAGEMENT TRAINEE

aged 25-35 who would be capable of accepting increasing responsibility after a period of further experience gained between this Company and its associate, Raimes & Co. Ltd., York. Initiative and ability are prime requirements. Some previous practical pharmaceutical experience would be an advantage. Applications, which will be dealt with in strict confidence, should include details of career to date and present salary, and should be addressed to the Managing Director

**FAIRBANK KIRBY LTD.,**  
Manufacturing & Wholesale  
Chemists  
Ropery Street, GRIMSBY.

#### Production Technician

for modern production laboratory.

Apply:

**G. O. Woodward & Co.**  
Ltd.,  
225 Putney Bridge Road,  
Putney,  
London, S.W.15.  
Tel: 01-870 0971

**UNQUALIFIED** experienced male full time dispenser required. £25 per week. Apply C. S. Nash Chemists Ltd., 190 Stamford Hill, London W.16. Tel.: 01-800 2813

**PHARMACIST** required, evenings 6 pm-9 pm. Apply C. S. Nash Chemists Ltd., 190 Stamford Hill, London, W.16. Tel.: 01-800 2813

**M.P.S.I.**  
(Ireland)

Lady requires position in  
London October 1st.

Box 1789

## Wanted

WE WILL PURCHASE for cash a complete stock of a redundant line, including finished or partly finished goods packaging, raw materials, etc. No quantity too large. Our representative will call anywhere. Write or telephone Lawrence Edwards & Co., Ltd., 6/7 Wellington Close, Ledbury Road, London, W.11. Tel. Park 3137-8 C 140

## Shopfittings

**SHOPFITTINGS** — Manufacturers of chemists fittings offer Special Terms to chemists opening or re-fitting in July, Aug., and Sept., willing to act as show installations for new range of display shelving, showcases, counters and check-out units. Usual H.P. facilities. Limited amount of three year rental available. Rocano Ltd., St. Paul Street, Bristol 2. Tel.: Bristol 40328.

#### BERG MOTION SHOWCASES

create a refined merchandising persuasion that — SELLS. Plus pilferage protection. Terms: cash, lease or h.p. Send for a brochure to:

Samuel M. Steel,  
2, Laurel Grove, Galashiels,  
Selkirkshire.  
Phone: 0896-3360

**MOORE & SON LTD.** Shopfronts and interiors, specialists in metal fronts and displays. Tel.: Hoddeston 69875.

## Trade services

#### CAPSULE FILLING SERVICE

Keen Prices — Rapid Delivery

Rigid Quality Control — World-wide Exports

Our plant is modern and mechanised, with a filling capacity of:—

**500,000 Capsules per day**

We have spare capacity and we are interested in your capsule filling work. We also specialise in sustained release products. We will design and produce your specialities in sustained release form, bulk or packaged. Why not write or call me:—

**John E. Hynds, Managing Director,**  
**Controlled Medications Ltd,**  
**Athlone, Ireland**

Telephone: 2606/7

#### IT'S NEW!

Inexpensive personalised Showcards  
and Notices from One upwards.

IMPOSSIBLE ?

DON'T YOU BELIEVE IT !

Sample and Details  
Primapak Showcard Service,  
74, Briar Street, Nottingham,  
NG2 1FS. Telephone: 85125

#### GENUINE 7 DAY SERVICE PRINTED SELF ADHESIVE LABELS.

2,500	1½ in x 1 in	£5.50
5,000		£8.50
2,500	2 in x 1 in	£5.80
5,000		£9.40

Special prices given for larger quantities. Send trial order to:

Speedprint Services,  
Ranfurly House, Upper Park Rd.,  
Camberley, Surrey.  
Camberley 22297 (any time)  
Many other sizes available.  
Payment with order less 5%.

## Trade marks

The Trade Marks set out below were assigned on the 19th January 1971 by Jeyes Group Limited of Brunel Way, Thetford, Norfolk to the Gillette Company of Prudential Tower Building, Boston, Massachusetts 02199, U.S.A. WITHOUT THE GOODWILL OF THE BUSINESS IN WHICH THEY WERE THEN IN USE.

Registered No.	Mark	All goods included in Class 3.
825678	MAGIC MOMENTS	
825678	Magic Moments and device	



## Menley & James Laboratories are pleased to announce two new chemist-only lines

### 1 'IRONPLAN'

'Ironplan' is a controlled-action iron therapy preparation in 'Spansule' capsule form, each capsule containing

150 mg dried ferrous sulphate BP  
3 mg aneurine hydrochloride BP

This product will be promoted to the public, with heavy TV and Press advertising, commencing 31 August 1971.

### 2 'CONTAC 4' THROAT LOZENGE

'Contac 4' is a complementary brand to 'Contac 400' nasal decongestant.

Each 'Contac 4' lozenge contains  
5 mg cetylpyridinium chloride BP.

'Contac 4' will be promoted to the public by Press advertising during the winter of 1971-2.

Both these new products are available now from your usual wholesaler, or in case of difficulties, direct from Menley & James Laboratories, Mundells, Welwyn Garden City, Hertfordshire.

'Ironplan' and 'Contac 4' are trade marks

## The Triangle Trust helps people of the Pharmaceutical Industry

The Triangle Trust 1949 Fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed, or formerly employed in the pharmaceutical industry in Great Britain and the British Commonwealth. Such relief may include assistance with the educational expenses of children.

The Trustees are also prepared to consider applications for financial assistance, beyond the scope of an employer's responsibilities, with education or training in general or special subjects, including music and the arts.

*For additional information, or to apply for assistance, write to:*

The Secretary, Dept CD  
The Triangle Trust 1949 Fund  
Clarges House, 6-12, Clarges Street  
London W1Y 8DH

## Bonus announcement from Keldon Limited

Keldon Limited announce that from 1st August, **Famel Inhalant Capsules** and **Famel Honey and Lemon cough linctus**, will be available on bonus terms.

Details on request from our representatives.

Keldon Limited, 17 Wadsworth Road,  
Perivale, Greenford, Middlesex.

# VANQUIN<sup>®</sup>

(viprynum embonate, Parke-Davis)

## supersedes piperazine salts in threadworm infestation

supersedes piperazine because it is vermicidal to threadworms and achieves a cure rate of virtually 100% with a single dose.

'Piperazine salts are also effective against enterobiasis, but have been largely superseded by viprynum embonate'. (*Brit. Med. J.*, 1:676, 1970)

There is a big VANQUIN Bonus in operation at present — ask your Parke-Davis representative for details.

Available as tablets and suspension.

Further information is available on request.

\*Trademark

**PARKE-DAVIS**

Parke, Davis & Co. (Inc. USA, Liability Ltd.),  
Hounslow, Middlesex. Tel. 01-570 2361

3331 (CD)-71-UK



# **POLISH PHARMACEUTICAL INDUSTRY**

# **"POLFA"**

**offers :**

- 1. Antibiotics**
- 2. Alkaloids**
- 3. Enzymes and hormones**
- 4. Cardiac glycosides**
- 5. Salicylates**
- 6. Sulphonamides**
- 7. Dextran and other products**

in qualities conforming to the latest world pharmacopoeias. A wide range of finished drugs includes injections, tablets, ointments, syrups, etc.

Sole exporter:

**Ciech**

Import and Export of Chemicals Ltd.,  
CIECH-POLFA Pharmaceutical  
Products Division,  
Warszawa 1, Jasna 12, Poland.

Detailed information is available from our agents:  
**ANGLO-DAL LTD.**, Chesterfield House,  
Bloomsbury Way, London, WC1.  
Telex: 23825 Cables: ANGLODAL London.

